

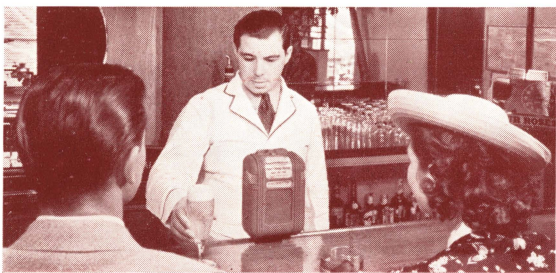
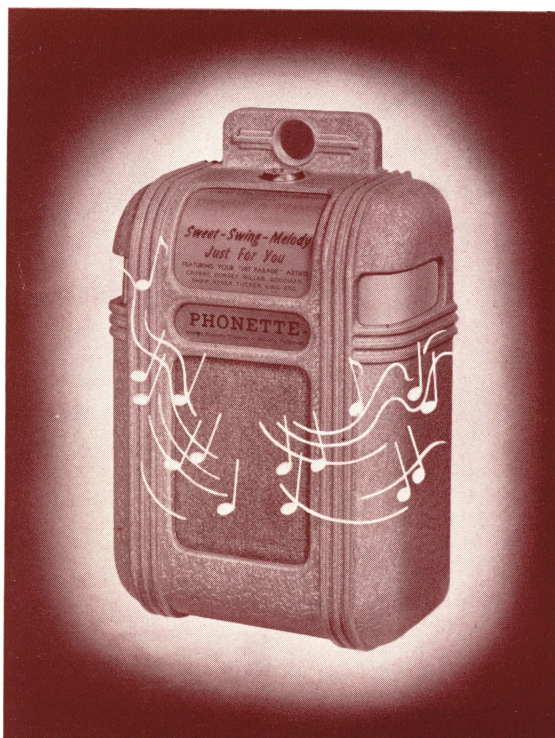


The Coin Machine Review
OCTOBER, 1940

Phonette

**... gives you "Multiplied Income"
on every play
—using your old equipment!**

Theoretically the PHONETTE is a penny operation—actually it is a multiplied penny system, and a take of one to twenty pennies per single tune will produce a grand total greater than the customary nickel play installations. Pennies are plentiful, and people will drop several in the PHONETTE without a second thought where they would hesitate to part with one nickel. And, selectivity is not a paramount issue when one receives a full "Hit Parade" or popular standard tune for only a penny. An exclusive feature of the PHONETTE is that each penny plays a full length recording, at the point of play and not from a loud speaker placed elsewhere.



- Put your discarded equipment back into profitable service.
- Avoid "topping" of present installations.
- Increase your income—Collect in direct proportion to seating capacity.
- Install freely at spots where present high-volume speakers are objectionable.
- Service two or more adjacent spots with ONE hidden, automatic "Phono."

Here is the ideal way to open New, competition-free territory, at minimum investment. Even small Lunch Counters, Beauty Parlors and Barber Shops, etc., are profitable locations for the new PHONETTE! Ask about our money back guarantee.

*Come in,
Phone or Write
FOR COMPLETE DETAILS
Ask for
MR. GARDNER*

PHONETTE COMPANY of AMERICA

6808 Santa Monica Boulevard, Los Angeles, Calif.

Phone: Hillside 9021

Phonette

MULTIPLE INCOME—SIMULTANEOUSLY—AT SMALL INVESTMENT

The COIN MACHINE REVIEW for October, 1940. Vol. 8, No. 4. Published monthly at 1115 Venice Blvd., Los Angeles, California. Fitzroy 8269. Paul W. Blackford, editor and publisher. Entered as Second Class Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. SUBSCRIPTION RATES: \$1.00 for 1 year or 3 years for \$2.00. 25c per copy.

DON'T BE FOOLED

It Doesn't Pay To Operate

**DEADHEAD
PHONOGRAPHS
THAT DON'T PAY
THEIR WAY**



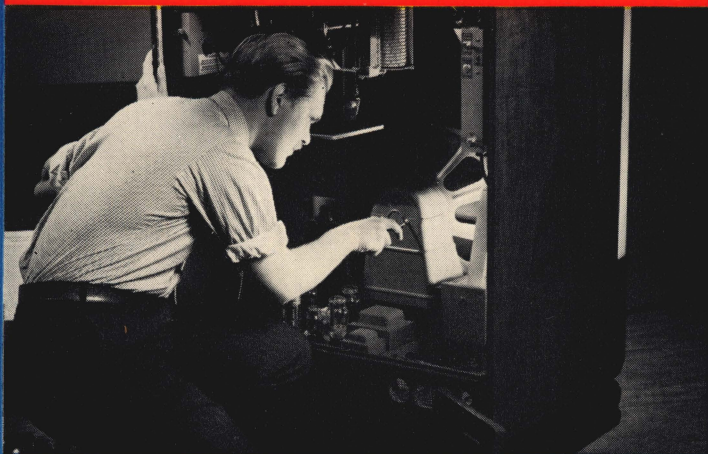
KEEP MODERN WITH NEW **WURLITZERS**

Replace Your **DEADHEAD PHONOGRAPHS**
that DON'T PAY THEIR WAY with
NEW, MODERN WURLITZERS
THAT PAY BIG PROFITS

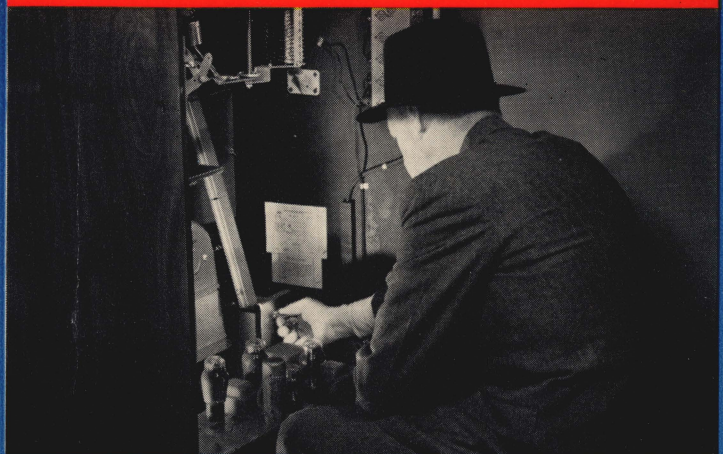
REGARDLESS OF HOW MUCH MONEY
A PHONOGRAPH TAKES IN PER WEEK

*It Costs You
Just As Much For*

SERVICE



COLLECTIONS



RECORDS



OVERHEAD



YOUR PROFIT COMES AFTER ALL THESE COSTS ARE PAID. THAT'S WHY
ANY INCREASE IN GROSS PROFITS AFFECTED BY REPLACING
YOUR DEADHEAD PHONOGRAPHS WITH NEW WURLITZER MAKES

A BIG INCREASE IN NET PROFITS

● Every location presents a profit opportunity. Yet, if you keep accurate cost records, you know that many locations do not pay a profit. Invariably the loss can be traced to an old phonograph that has lost its power to make money.

Don't forget that an old phonograph costs you just as much for the records, for collections and probably more for service, than a new one. Only when these costs are paid do you make a profit. That's why an increase in gross earnings produces a big increase in net profits.

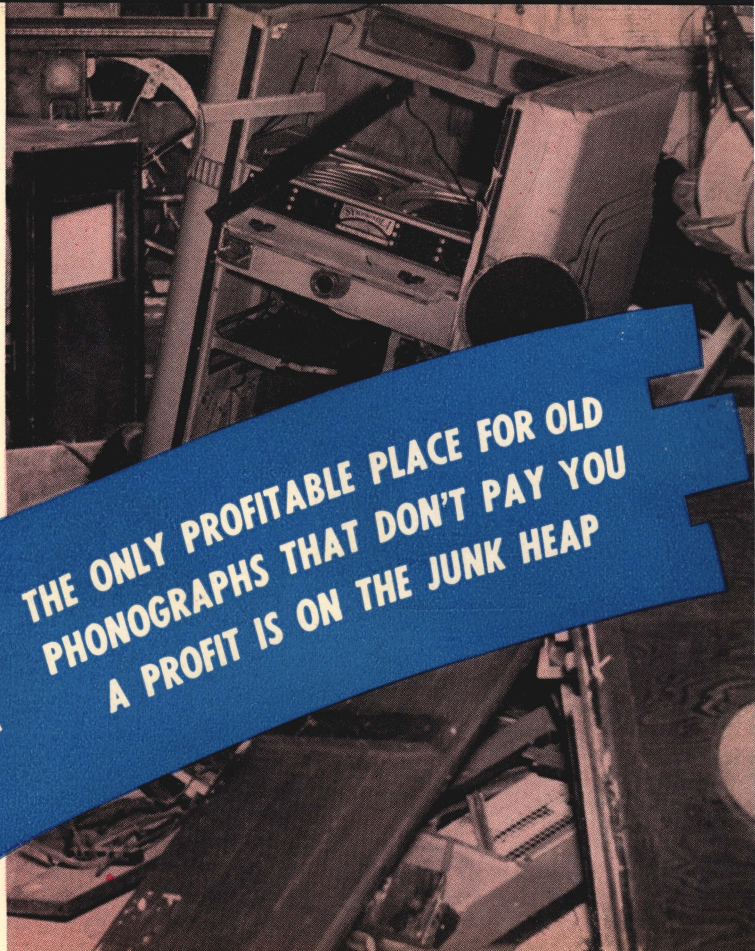
YOU CAN'T HOLD A LOCATION WITH A "MADE-OVER" PHONOGRAPH

Location owners can detect a "Made-Over" phonograph a mile away—won't be satisfied with a dolled-up phonograph that has outlived its usefulness. Don't make a foolish investment by trying to accomplish the impossible.

Turn in your obsolete models now on new Wurlitzers. Put them in your top spots. Move your newer instruments right down the line. You'll find that by keeping your business modern you're making it more profitable than it ever was before.

The Rudolph Wurlitzer Company, North Tona-
wanda, New York. Canadian Factory: RCA-
Victor Co., Ltd., Montreal, Quebec, Canada.

*A Name Famous In Music
For Over Two Hundred Years*



**THE ONLY PROFITABLE PLACE FOR OLD
PHONOGRAPHS THAT DON'T PAY YOU
A PROFIT IS ON THE JUNK HEAP**

It is actually more profitable to junk an old phonograph than to sacrifice potential profits and risk a location by keeping it on the job. Still more profitable—turn them in toward new Wurlitzers at your nearest Wurlitzer Distributor.



*Take a tip from
the Airline Companies*
**"THE PUBLIC WANTS
SOMETHING NEW—
PEOPLE DON'T GO
FOR OBSOLETE
MODELS"**



MODEL 800

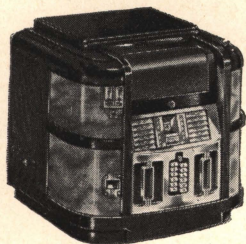
*Make More
Money!*

MODERNIZE YOUR BUSINESS
WITH

NEW WURLITZERS

ROCK-OLA

The Magic Name in Music



The Rock-Ola Junior

Mighty midget money-maker! Only 24" wide, 21 1/4" deep, 22" high, the JUNIOR is opening up new profitable spots for enterprising operators the country over. Stop in at those small places you've been passing up. The

JUNIOR is made to order for them . . . and the hidden profit possibilities will amaze you!

See Your Rock-Ola Distributor Today!

LOS ANGELES

JEAN MINTHORNE

2920 West Pico Boulevard
Parkway 1179

SAN FRANCISCO

REX VENDING COMPANY

759 Ellis Street

OAKLAND

GEORGE A. MILLER

128 East 14th Street

SAN DIEGO

A. J. FOX COMPANY

235 West F Street

PORTLAND

COAST AMUSEMENT COMPANY

1932 West Burnside
Broadway 1517

SEATTLE

NORTHWEST SALES

3144 Elliott Avenue
Garfield 0460

SPOKANE

STANDARD SALES COMPANY

West 1219 First Avenue
Maine 4904

DISTRICT MANAGER

GEORGE MURDOCK

Hotel Ritz

Los Angeles

California

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October, 1940

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On the Cover:

Paulette Goddard dons her black cat outfit, picks a couple of prize pumpkins, and does a little rehearsing for Halloween.

7
COIN
MACHINE
REVIEW

NOV. 18-19-20

THREE DATES TO REMEMBER! THE 1940
WESTERN STATES COIN MACHINE CONVENTION
HOTEL BILTMORE — LOS ANGELES

15 DAYS TRIAL Money Back GUARANTEE

Get 2 weeks' cash-box proof
of record-smashing PROFITS!

If you wonder how an all-fun amusement game can possibly earn pay-table profits . . . here's your opportunity to find out without risking a penny. Try a sample RAPID-FIRE on location for two weeks. If RAPID-FIRE performance fails to convince you that RAPID-FIRE is the long-life, big-money, legal machine you've been looking for . . . simply pack up the sample and use a portion of the money you find in the cash-box to ship the machine back . . . and every penny of your purchase price will immediately be refunded. Get cash-box proof . . . get started with the greatest money-maker you ever operated . . . get your sample RAPID-FIRE now. See your distributor or write direct to Bally Mfg. Company, 2640 Belmont Avenue, Chicago, Illinois.

"\$295.75 IN 3 WEEKS! That's what RAPID-FIRE earned in a night-club," reports an Illinois operator.

"RAPID-FIRE earned \$37.75 net the first 2 days on location," reports a Chicago operator. "This was in a small neighborhood tavern, and the machine continues to earn money at the same 'rapid-fire' rate."

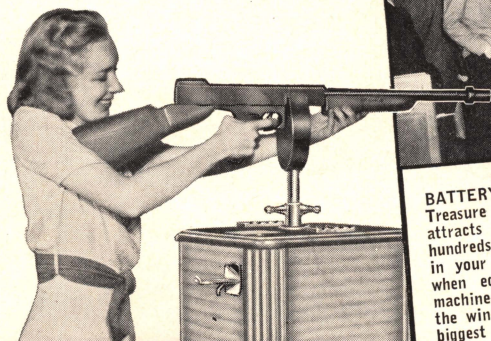
"All RAPID-FIRES here," writes a New York distributor, "are averaging \$16.80 daily net—over an 8 week period—and next check-up will probably show increase."

"RAPID-FIRE earned \$73 in 3 days," reports a St. Louis operator. "That's net to split between location and me."

"RAPID-FIRE machine-guns are earning \$30 to \$60 per week," reports a Michigan operator. "Players crazy about it."

Get Your Share! Get RAPID-FIRE!

DELIVERY PROTECTION
is hereby guaranteed to RAPID-FIRE
operators with machines on order.



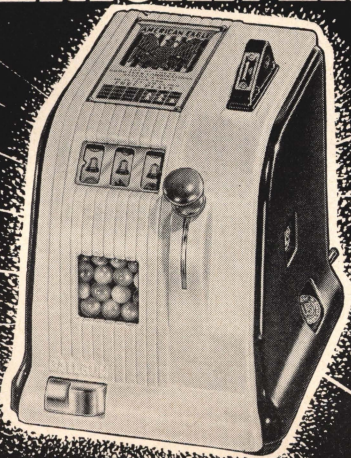
BATTERY OF RAPID-FIRE machine-guns at Treasure Island, San Francisco World's Fair, attracts crowds of "gunthustic" players, earns hundreds of dollars daily. Start a battery operation in your territory. Vacant stores are gold mines when equipped with a battery of RAPID-FIRE machine-guns and "LEARN TO SHOOT" banners in the window. Get in on the ground floor, ride the biggest amusement boom in history.



Bally **RAPID-FIRE** MACHINE GUN
WITH DUCKING, DIVING
SUBMARINE TARGET



AMERICAN EAGLE



IT'S THE WORLD'S GREATEST MONEY-MAKER!

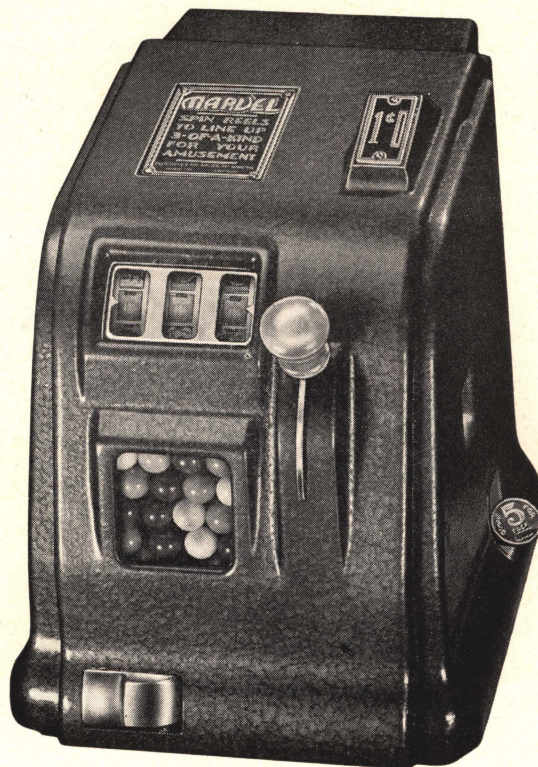
10 FOR
ONLY
\$275



SAMPLE \$32.50
BALL GUM
Model \$2 Extra

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast Office • MAC MOHR • 2916 W. PICO BLVD • LOS ANGELES, CAL.



MARVEL

9
COIN
MACHINE
REVIEW

*World's Greatest
Cigarette Reel Token
Payout Counter Game*

10 for only \$275

Sample \$32.50. Ball Gum Model
\$2.00 Extra

**For Sale By All Leading
Pacific Coast Distributors**

*Precision Built by the World's Greatest
Counter Game Manufacturers*

**DAVAL ★ 2045 Carroll Ave. ★
Chicago**

— PACIFIC COAST OFFICE —

**MAC MOHR, 2916 W. Pico St.
LOS ANGELES**

Stock carried in Los Angeles on MARVEL and
AMERICAN EAGLE.

WRITE — WIRE or PHONE!!

METERMOVIES

for

Money Magic

ENTERTAINMENT'S
BIGGEST EVENT!

high fidelity

Sound on Film!

METERMOVIES bring leading
bands, musical hits, top dance
features and novelty numbers to
America's entertainment parlors
in SIGHT and SOUND!

THERE'S MONEY in *Sight*

- eye appeal
 - PLUS—
 - ear appeal
- 100% Attention Value!



**Distributorships
Now Being
Allotted**

Send for the CAVALCADE OF COINS—
the INSIDE STORY of

Metermovie
INC.
TRADE MARK

CR. 61408
8851 Beverly Boulevard
HOLLYWOOD
CALIF.



Coast Show is Complete Sell-Out!

LOS ANGELES—Every indication—and there are many of them—points to a terrific success for the 1940 Western States Coin Machine Convention slated for the Biltmore Hotel in downtown Los Angeles, November 18, 19 and 20th.

All of the 40 display spaces in the spacious Galeria Room of the Biltmore have been taken, and at press time for this issue arrangements were being made for the housing of an unprecedented overflow, with a likelihood that when the opening day arrives there will be between 60 and 65 exhibitors.

This alone is a guarantee to all the operators who attend that they will see ALL of the latest money-making equipment. Included will be hundreds of machines never before publicly displayed or offered, and Western manufacturers who have never exhibited their devices anywhere in the United States have purchased heavy space to tell the nation's operators in a really big way just how good Western-made equipment really is.

More than 200,000 pieces of advertising material already have been distributed to operators, jobbers and distributors all over the United States, Canada and Latin American countries to promote attendance at next month's Convention, and a great many coinmen have delegated themselves personal emissaries of good will,

spreading the news of the gathering and its many attractions.

A full program of events has been planned to keep every visitor fully entertained during his three-day stay in Los Angeles. Prominent civic organizations have combined to help in arranging events that will foster high praise for the city's hospitality.

Tanner Motor Tours have arranged special visits to radio and motion picture studios for the wives attending the Convention with their husbands, and the Biltmore is planning a Tea with special entertainers for the women present.

Unquestionably, however, the highlights of the session will come with the two special events for both coinmen and wives. First of these is the Celebrities Luncheon, Tuesday noon, in the Biltmore's Music Room, where J. Charles Davis, sportsman, showman and former motion

picture affiliate, now associated with the REVIEW, will be responsible for bringing together a host of entertainment celebrities to vie with the celebrities our own industry musters. During the noon to 2 o'clock period of the luncheon, exhibits will be closed to allow everyone time to attend the affair.

Then on Wednesday night comes the one big get-together of the Western coin machine year—the 1940 Convention Ball and Banquet in the beauti-

FLASH!

Evidence of the attitude of Los Angeles officials in helping to make the Western States Coin Machine Convention a success is shown in a communication received from Arthur C. Hohmann, chief of police, stating, in part:

"I note that you request permission to exhibit certain machines which cannot legally be operated in the City of Los Angeles, such as marble game machines, counter games, etc., but due to the fact that these machines are to be used solely for demonstration and exhibition purposes and to be demonstrated only to regularly appointed delegates to the Convention, they will be considered exempt from action by this Department."

Thus the way has been opened for display of ALL the lines of equipment operators will be wanting to see. This cooperation, like that of the Chamber of Commerce and other civic bodies, insures a good—and profitable—time for everyone who attends.

ful Wilshire Bowl, on Los Angeles' Miracle Mile. Here Phil Harris and his orchestra will help to play host, and will provide the music for dancing and for the two complete and different topnotch floor shows booked by Lou Dorn, ace Hollywood talent scout. Harris and his band will be featured on a 30-minute nationwide Mutual Network broadcast which will give the coin machine industry such a plug as it has never had before.

Tickets are now on sale for either of these two festive occasions, and advance inquiries and requests from operators assures a sell-out for both.

As of publication date the firms reserving space in the exhibit hall were:

Columbia Recording Corporation, Hollywood and Bridgeport.

Bally Manufacturing Company, Chicago,

Mills Novelty Company, Chicago, Illinois.

Baker Novelty Company, Chicago, Illinois.

Gay Games, Muncie, Indiana.

Container Manufacturing Corporation, St. Louis, Missouri.

E. C. McNeil, Inc. for National Vendors, Inc., St. Louis, Missouri.

Wolf Sales Company, Inc., San Francisco, Calif.

Coin Machine Review, Los Angeles, Calif.

Rodney Pantages, Inc., Hollywood, Calif.

Visual Vendors, Inc., Los Angeles, Calif.

Metermovies, Inc., Hollywood, Calif.

Voca-Tele Company, Inc., Hollywood, Calif.

Advance Automatic Sales Company, San Francisco, Calif.

Associated Operators of Los Angeles County, Los Angeles, Calif.

California Simplex Distributing Company, Los Angeles, San Francisco.

Packard Manufacturing Corporation, Indianapolis, Ind.

Daval Company, Chicago, Illinois.

Recordall Sales Corporation, Los Angeles, Calif.

Phonette Corp. of America, Los Angeles, Calif.

International Mutoscope Reel Co., Long Island City, New York.

Arthur H. DuGrenier, Inc., Haverhill, Mass.

Magic Music, Inc., Long Beach, Calif.

Musical Movies Corp. of America, Hollywood, Calif.

J. P. Seeburg Corporation, Chicago, Ill.

Western Convention Seen as Aid to Coin Machine Industries Show Attendance

CHICAGO—The Western States Coin Machine Convention, to be held November 18, 19 and 20, at the Biltmore Hotel in Los Angeles, has received the official blessing of Coin Machine Industries, Inc., through that organization's secretary-manager, James A. Gilmore.

Referring to the Western event as a stimulant for attendance at the January gathering in Chicago, Gilmore declares:

"It is my personal opinion that all other coin machine shows, wherever they may be held, serve as feeders to the Big Show in Chicago each January, and I cannot possibly conceive how your show, held nearly 2500 miles away, could do otherwise. I even venture to guess that we will register more operators from California at our 1941 Show than we did at our 1940 Show, and the reason for it might readily be the stimulated curiosity engendered by your affair.

"After attending both the Indianapolis and Minneapolis coin machine shows last winter I know that I am right and that your show next January will attract both operators and exhibitors who have never before participated. It is human nature to be curious to see what the Big Show has to offer, not only in exhibits but in attendance and entertainment, after curiosity has been aroused by the smaller ones."

Gilmore expressed regret that he could not attend the gathering in Los Angeles because of having his hands full just at that time in promoting the Show in Chicago in January, but his "Best of luck to you" was hearty and sincere. ♦

Stoner, Packard Affiliate With Coin Machine Industries, Inc.

CHICAGO—"One more will make it an even hundred," says Dave Gottlieb, president of Coin Machine Industries, Inc., in announcing the recent receipt of applications for membership from Packard Manufacturing Corporation and the Stoner Corporation.

With acceptance of the applications, Homer Capehart, Packard president, has been named a member of the show committee for the 1941 convention, and C. R. Adelberg, Stoner representative, a member of the entertainment committee to assist in the selection of "beauty and talent that will strain the eyes and tickle the ears of all those who attend."

Gottlieb expresses a personal belief that addition of both men will go far toward fulfillment of their slogan for this show—"Bigger and better than ever before." ♦

PLAN NOW

**TO ATTEND THE
WESTERN STATES COIN
MACHINE CONVENTION**



LOS ANGELES BILTMORE

NOV. 18-19-20

**The Biggest Show
Ever Staged in the West**

DON'T MISS IT!

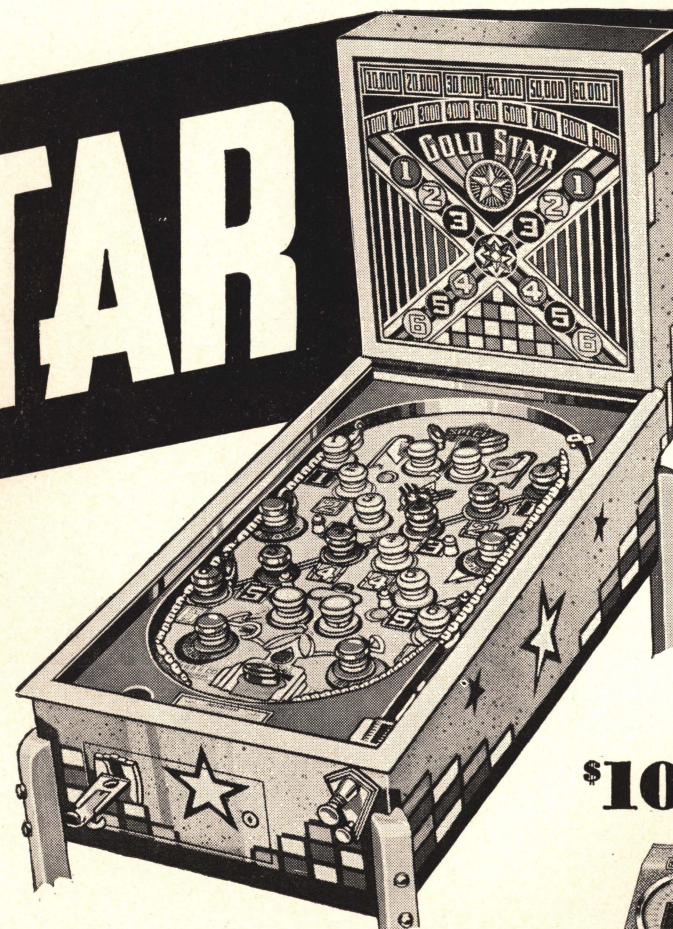
SKYROCKET YOUR EARNINGS!

GOLD ★ STAR

★ 8 WAYS TO WIN!

- ★ Plenty Skill Play!
- ★ New! Rainbow-Glow Backboard!
- ★ New! 4-Way Scoring Rollovers!
- ★ New! Duo-Scoring Bumpers!

IMMEDIATE DELIVERY
See Your Distributor Today!

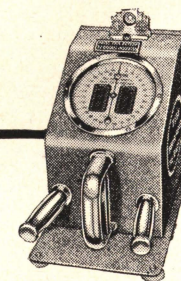


\$104.⁵⁰

De LUXE GRIP SCALE

3-Way Strength Tester

Has Button Indicator Control for competitive play . . . Tension Adjustment . . . Bell Adjustment . . . Non-Clog Slot . . . 6-Suction-Cup Base! Metal Stand, \$2.50. Immediate Delivery.



\$19.⁵⁰ 100%
LEGAL

D. GOTTlieb & CO.

2736-42 North Paulina Street

Chicago, Illinois

Gala Hollywood Premiere Introduces Roosevelt-Mills "Soundies" Venture

LOS ANGELES—Lacking only the elaborate setting of a swank theater and the giant searchlights which have come to be associated with Movie City premieres, the initial presentation of Jimmy Roosevelt's three-minute musical film, to be marketed through Mills Novelty Company's Panoram Movie Machine, was given September 16 before an "invitation" audience in the equally swank, though long-dark, Blossom Room of the Roosevelt (no relation) Hotel in Hollywood. "Playing" for a week, the event drew upward of 9,000 spectators, including movie folk, writers and coin machine people. Gordon Mills, manager of the Sound-on-Film Division of the firm, reported at the affair's conclusion that over \$3,000,000 worth of orders had been written for Panoram Movie Machines, with cash deposits covering these orders and securing territory allotments throughout the country figuring in the hundreds of thousands of dollars.

As 'most everyone knows by now, play calls for insertion of a dime; operation of the continuous reel is automatic, and requires no attendant. The Panoram machine is the result of three years of development by Mills Novelty engineers and mechanics, followed by public location tests to determine consumer reaction and equipment durability. Mills Panoram Soundies are made under the direction of James Roosevelt's Globe Productions, Inc., and represent a new phase of motion picture art based on elaborate study of the special requirements for producing movies for coin operated machines. An amazingly large organization is called for in the Roosevelt studios to produce a single short subject, eight of which make up a reel.

The Soundies were recorded by RCA, employing the same high-quality ultra-violet recording system used by many of the major studios. The RCA projector is the outgrowth of the pioneering efforts of RCA's Camden laboratories where the first 16 mm. sound projector was developed. Westinghouse and Eastman Films are also cooperating closely in the program of manufacturing and film production.

First Mills factory schedule calls for shipment of 5,000 Panoram machines December 1, with production already underway in the three big Chicago plants; by that date the assembly line is expected to have reached a rate of 100 a day, with a mark of 200 a day in prospect by March 1, 1941. Total 1941 production is due to be in the neighborhood of 30,000, with a final market for 500,000 units, according to Dennis Donohue, assistant to the president of Mills Novelty Company.

The demonstration reel used in Hollywood contained such subjects as a band under Victor Young doing "Tiger Rag" (with the usual comedy effects) and "Sweet Sue"; Joy Hodges, with orchestra, singing "Row, Row Row" with a few mildly suggestive inclusions; a Honolulu number done to "Song of the Islands" with the conventional Hula dance act; and Carmen d'Antonio, current Hollywood thrill, whom Roosevelt introduced to the audience as his first new find.

The Panoram machine stands about six feet tall, has a screen about three feet wide by two-and-one-half feet deep, and visibility is good up to 50 and even 75 feet. Though one 30-minute symphonic film has been made just to show off this feature, the subjects generally used in the Panoram will be of the type used as "production numbers" in musical films.

At noon, on the day following the premiere, Spinning Reels, Mills' customer

magazine, invited Mills distributors, their wives, and operators who were in Hollywood for the event, to a "Hollywood Breakfast." The hundred or so who attended proved to be a representative cross-section of the coin machine industry.

Indefatigable Jim Mangan, Mills advertising and merchandising director, spoke eloquently as master of ceremonies. Others who did their microphonic bits were Gano Senter, Bill Frey, Vince Shay, George Ponsler—who sat on sofa three for two days, suddenly went Hollywood, then reverted to form for five minutes by wanting to discuss business at the breakfast—most-paged-man-at-the-premiere Sam Taran, and Sam May. Johnny Miles, personal publicity manager for Jimmy Roosevelt and Globe Productions, was a special guest. Strolling minstrels and Nick Lucas furnished entertainment for the affair.

In addition to press delegates and representatives of coin machine publications, others who attended were: Bert Mills, Dennis Donohue, Jim Baker, Mickey Green, Al Heneklau, Fred Lemhkuhl, A. J. Jadin, J. Abrams, Vic Manhardt, Les Martin, Tommy Armour, Harold Daily, Gwen Desplenter, Sybil Stark, Bill Marmer, James Hudson, Bill Fannasy, and C. H. Keulman.

Suitably, decorations at the breakfast,

included a spinning reels idea in a unique bell-fruit arrangement of lemons, plums, cherries and oranges.

Space has been reserved by Mills Novelty Company for showing the Panoram Movie Machine with Soundies at the Western States Coin Machine Convention at the Los Angeles Biltmore, November 18, 19 and 20.

At the end of this month the eastern trade will see the equipment at a special showing in New York, and the annual Coin Machine Show in Chicago in January will also see Soundies for the first time. ♦

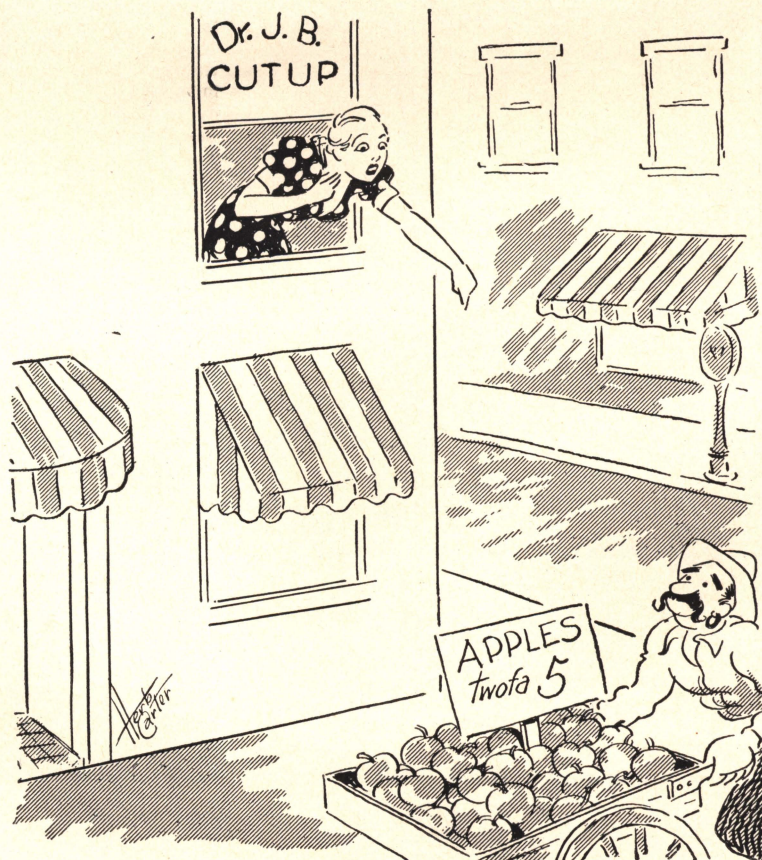
Anti-Pinball Ordinance Dies

LOS ANGELES—An all-inclusive anti-pinball audience sponsored by Councilman John W. Baumgartner went down to defeat here early in October as a result of being "all balled up." Even the measure sponsor expressed distaste for the draft, which would have barred every sort of amusement device, as it was drawn up by the City Attorney. Baumgartner indicated an opinion that the Police and Fire Committee could redraft it to apply to the marble games which are used as the basis for gambling, but other members of the City Council disagreed with him.

An effort to exempt games in which marksmanship is a factor failed, as many Councilmen contend there is no drawing line between skill games and those where chance predominates.

Councilman Stephen W. Cunningham said that if the Council proposes to outlaw all activities which may be used as the basis of making bets, they have a lot of work ahead of them.

"That would mean the finish of baseball games and football games," Cunningham declared, adding sensibly, "and also — elections." ♦



"Quick Tony, throw me an apple!"

An Old German Custom

HISTORY SOMETIMES REPEATS ITSELF STRANGELY

by Harry Murchison

Adolf Hitler was not the first Jew-torturer, leaving a bloody trail on the dictatorship road. Johannes Buckler, born in 1779 in Muklen on the German bank of the Rhine, set the pattern. In his 26 years Buckler was an artist of sorts, an Austrian soldier, an international thief, and, as a terrorist, virtual dictator over part of Germany. If, knowing this, you don't say Adolf is Buckler reincarnated, having taken up in the Austrian army where the other ended, then you lack imagination. The only thing is, Buckler lost his head earlier, in a French guillotine, found guilty of 53 death-meriting acts from arson to murder.

Documents prove Johannes had a good mother but a restless father who joined the Austrian army (like father, like son), went a.w.o.l., fled to Prussia, became a forest-keeper, and re-met his wife and son there nine years later.

For a while young Johannes attended Lutheran school. Then an inn-keeper gave him a \$5 gold piece to buy smuggled brandy. Instead the lad spent it all on himself and, afraid to return minus coin and brandy, he "got out of town" on a stolen horse which he sold nearby. Evidently too young to know the dignity—or penalty—of thieving, he became a servant to the public executioner at Berenach, which was good—except that he became fond of Rhenish wine and good company to drink it in. A nearby butcher was good company, and in his spare time young Buckler stole sheep and sold them dirt cheap to the butcher to get more money for more wine. Caught with a sheep one day, he was imprisoned and sentenced to death—the penalty in those times. He escaped, beginning to develop a useful talent, and wandering into the wild Hochwald regions fell in with Finck and Black Peter, captains of two notorious outlaw bands.

When the French Revolution ended, most of the landowners and farmers near the Rhine were ruined; as a last resort, or at least for revenge, the poorer, starving laborers often became thieves. Young Buckler joined them enthusiastically, was applauded for bravery, then humiliatedly got caught stealing another horse. He got through the Sarrebruck prison wall, was recaptured, then escaped from the strong tower of Simmern moving a board with a broken knife and wrenching the iron bars from a window. In jumping he fell and one leg was smashed by a heavy stone falling after him. After two days in the forest he found the home of a former accomplice, where he recovered. Rejoining his associates he soon became their recognized leader, changing his name to Schinderhannes, or Jack the Skinner. (Adolf did too, remember?)

With sheep and horses not worthwhile and highway travelers too poor, Schinderhannes' men were soon forcing open houses, attacking whole villages, often waging extensive battles. In housebreaking Schinderhannes with a couple of his cleverest men, always entered first (Adolf too, remember?) leaving others to guard entrances and shoot curious spectators.

The first recorded expedition was in

1800, at Otzweiler; the victim, a Mr. Riegel. Schinderhannes and 14 others armed with firelocks appeared at a miller's house and demanded free supper. Then they went to Riegel's door which was opened by his son-in-law. Schinderhannes and two buddies rushed in to attack the occupants, threatening to murder Mrs. Riegel unless she told where her husband's money was hidden. While she was screaming her husband, trying to get help, was killed, the son-in-law wounded severely, the daughter abused. The shooting alarmed neighbors in overwhelming numbers—and the bandits retreated under cover of a running fire.

Many otherwise honest citizens considered Jews legitimate plunder in those days (Adolf too, remember?) and it was typical that, on their way to rob a rich one named Boer whom the magistrate of Merxheim disliked, they were stopped by the guards company. Schinderhannes boldly said they were "going to rob a Jew"—and the guards saw them safely to the house! After this a rich Jew named Wolff, at Ottenbach, was tortured and robbed, and many other victims followed.

Jews were the usual victims of Schinderhannes' rare, perverted sense of humor. One day, while ambushed near the high road, a caravan of 45 Jews came along, returning from a fair at Kreuznacht. When they came opposite Schinderhannes ordered them to halt. They obeyed immediately, though only three men faced them. Their leather purses, though, held but a few kreutzers from trading at the fair, and the robbers threw them away contemptuously. Then, maliciously, Schinderhannes ordered their shoes and stockings off and thrown in a heap in the road. Done quickly, he and his companions stirred them about with their gun-stocks.

"Now, then, Jews!" he cried. "Take every one of you his own shoes and his own stockings, put them on, and be off instantly. Be honest, if you can, and take no one's things but your own. I will shoot every one of you that takes another man's. Quick now! He is a dead man who is last to find his own things and be off—as sure as my name is Schinderhannes!" Levelled muskets punctuated the threat.

Mad with fear the poor Jews fought frenziedly for their things. When he had amused himself a while Schinderhannes spat at the pile of men and walked off down the road with his companions, laughing uproariously.

Boldly he and his comrades returned to scenes of their crimes. In broad daylight they lounged in public houses, went to dances and festivals where they were treated respectfully; sometimes, if nothing was doing, they started their own celebrations—usually on the side of the Rhine opposite the one they had raided; there, too, they sold their loot. Often, on these occasions, the artist (Adolf too, remember?) in Schinderhannes appeared. He specialized in disguises—always necessary in France—and was so confident in them that once, for quite a while he passed himself off as a civic-minded merchant, and even visited the

great city of Frankfurt.

Then, in 1801, after a drunken brawl with French soldiers in Mayence, and plundering a Jew's house at Bayerthat and performing atrocities on its occupants, he was followed by light troops. Fleeing from town to town he finally hid in a hayloft which the soldiers prodded with their muskets. Miraculously as before, he escaped—for the last time. His luck had worn thin. He had thrived on bluff, and now, the countries at peace again, his bluff was being called.

He wandered about for a while and was arrested on suspicion but no one identified him. Making a virtue of necessity he sank from the dignity of "fuehrer" to common soldier and enlisted in the Austrian army under a phony name. (Adolf came in there, remember?)

He marched with other recruits to Limbourg, and might have marched on into some Hungarian mud village where he'd never have been known; he might have begun a new crime career; or he might have reformed and become an Austrian corporal, or perhaps another Jean Valjean. But, while walking through the streets, he was recognized by a peasant—doubtless a victim—and denounced to the magistrate. When word got around the whole town flocked to see him. Schinderhannes hid his head in today's best criminal manner, but many former victims swore to his identity and civil authorities marched him to Mayence (Mainz) in the province of Hesse, in May, 1802. There he was in the hands of French gendarmes, and he cried—"Now I am lost! It is all over with me!"

He boasted freely of his adventures to the judges of the special criminal court, which required a year to round up everyone for the trial that began October 24, 1803. Among the prisoners were old Buckler, Schinderhannes' wandering father; Julia Bloessus, his mistress; various other women, sisters, wives, mistresses; and the robbers themselves—65 in all who were still alive. Omitting all frivolous charges the records show 53 serious charges filed against Schinderhannes; 132 prosecution witnesses appeared, 202 testified for him. The trial record—it lasted 28 days—filled five thick, printed folio volumes.

At first Schinderhannes boldly tried to be a sort of Robin Hood; then a woman whose arm the gang had burned with a candle, testified, and he was shown to be a brutal, ruthless destroyer. The trial ended with Schinderhannes and 19 others condemned to death, guilty on all charges; 17 were imprisoned—some at hard labor in irons—for 2 to 24 years; Schinderhannes' mistress was given 2 years in the house of correction, two other women were expelled from France, and the remainder were acquitted.

On the morning of November 21, 1803, Schinderhannes was led to the scaffold where he examined the guillotine, wanting to know if it was quick and sure as he had heard it to be. Then he turned and told the crowd, "I have deserved death, but ten of

—Turn Page—

my companions die innocent,"—meaning no doubt, the ten had not committed murder, the only crime he seemed to think merited death.

Turning back he put his head on the block and the heavy blade dropped. The others followed their "fuehrer" quickly and the whole business took only 26 minutes—18 seconds per man!

So it was that Schinderhannes established an old German custom and justice—sometimes slow but always inevitable—triumphed. And Adolf began where his pattern-maker ended, in the Austrian army, continuing on a larger scale with more modern methods. Will the wheel swing around and the cycle be completed in the same way? That's what a lot of us are waiting to see! ♦

Metermovies Makes Debut in Hollywood

HOLLYWOOD—A new sensation shook Hollywood this week when the doors of Metermovies, Inc., producers of the latest in coin-operated movies, were officially opened to John Public—the debut for which many in-on-the-know operators now reported converging at the Metermovies headquarters in Hollywood have assertedly long been waiting. When asked for a statement concerning Metermovies, Joseph W. Ferrara, Vice President and sales manager for the corporation, said, "We have been in the movie equipment business for a long time. Our technical department knows what efficient operation calls for—and set out to accomplish it. In fact, we produced and sold continuous reel movie equipment years ago that is still performing today.



A group of interested operators gather around "Metermovies" to see a demonstration of this unique and unusual amusement device.

Our years of experience and many months of experimental work have gone into Metermovies. Metermovies are the answer to the coin movie problem."

Metermovies are entirely encased within a beautiful soundproof cabinet containing a brilliant, extra large screen that drew nods of approval from visiting coinmen. Among the exclusive features claimed by the new enterprise are a unique mechanism for metering the film in 3-minute sections, a combination shipping container and film reel that solves the film loading problem, a separate, self-synchronizing drive for the film magazine that eliminates all film tension, and a unique high fidelity sound system.

Many big-time operators were among the first to view Metermovies. "The coin movie field is the biggest thing in years," one out-of-town operator told this reporter. "What interests me is the amount of wise money that is going into the business."

In answer to the questions of visiting coinmen, Ferrara said, "Metermovies are prepared to release weekly short subjects of highest quality produced by the finest directors in Hollywood."

The west coast offices and display rooms of the Metermovies are located at 8851 Beverly Boulevard, Hollywood, California,

where, according to Joseph Ferrara, the operators of America are cordially invited to drop in at their convenience to inspect Metermovies. "There's a lot to this business that isn't yet out to the public," Ferrara said. "We invite every operator who is interested in metered movies to inspect our machines and get the inside story. For the same reason we invite anyone who is not yet sold on coin movies to drop in and see what is back of Metermovies. Every operator owes it to himself to know the lowdown!" ♦

16

COIN
MACHINE
REVIEW

PLAN NOW TO ATTEND THE WESTERN STATES COIN MACHINE CONVENTION

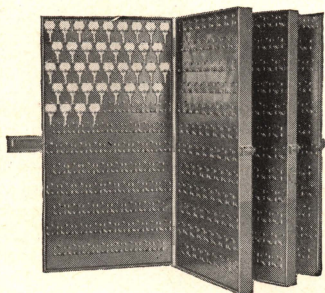
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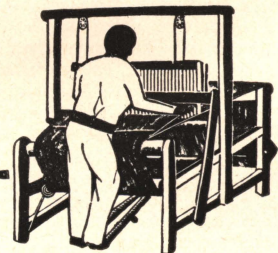
This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18 3/4" wide x 34 3/4" high x 2 1/4" deep. Each intermediate section adds 1 1/4" to depth. Prices quoted on application, advise size of key blanks or tags.

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Opportunities for Coin-Controlled Movies

By HAROLD S. KAHM

(Author of "New Business Opportunities for Today")

The greatest appeal at the present time of the new coin-operated motion picture machines consists of novelty. But in a very short time these machines are going to take their place as one of the most staple units in the entire amusement industry.

Certain types of locations are made-to-order as permanent money spots for nickel movies. Consider railroad and bus stations for a starter. Here one finds a constant stream of thousands of people with time to kill while waiting for their train or bus. In New York's Grand Central Station a full-sized newsreel theatre functions profitably at 25c admission. The success of this project seems satisfactory proof that the public is willing to pay well for between-trains entertainment. A battery of nickel movie machines is ideal for transportation terminals because the number of machines can be regulated according to the size of the station and the amount of traffic.

There is scarcely any need to mention the "standard" types of locations, such as amusement parks, dance halls, taverns, night clubs, pool rooms and similar spots. But there is a need for viewing the future of the nickel movie machines with a view to establishing them as a permanent money-maker rather than a novelty good for a few years. Consider some of the practical possibilities:

First, remember that the chief value of a movie machine, once the novelty of the idea has worn out, lies in the subject matter and qualities of the movies themselves. With this in mind, here are some ideas that cannot fail to succeed:

This country has thousands of golf courses frequented by hundreds of thousands of amateur golfers. A great proportion of them would be glad to pay a dime, let alone a nickel, to get motion picture instruction from the country's leading golf pro's. A battery of machines, each one presenting a movie short dealing with some phase of golf, and featuring a noted star, would be well patronized at all times by players.

Exactly the same procedure may be followed with tennis.

Every bowling alley will constitute an ideal spot for machines showing "How to bowl" shorts, featuring national champions.

Y.M.C.A.'s are logical locations for machines offering instruction in indoor sports such as basketball, boxing, wrestling, handball, etc.

Every popular sport in the U.S.A. that has a huge following can be made into a subject of movie instruction. In addition to straight instruction for amateurs, other machines in the same location can carry shorts presenting famous championship games and

matches.

So much for the sports field. Now we come to another type of opportunity—that of styles. Women are extremely style conscious, and they are most keenly interested in styles when they go shopping. What would be more logical, therefore, than machines offering style shorts, located in department stores and apparel shops? It would easily become an established custom for a woman shopper to first consult the style movie before making a purchase.

Although men are not as style-crazy as women, they nevertheless are definitely in the market for suggestions as to what to wear, that is suitable. In the summer time, for instance, a nickel movie short showing suitable sports and warm weather outfits, located in men's stores and departments, would be sure to be well patronized. And this interest would be maintained all year round, the movies being regulated according to season.

One of the biggest possible fields is that of the public schools. School authorities would have no objection to the installation of machines devoted to educational subjects such as science shorts, travelogues and other appropriate reels. When you consider the millions of grade and high school students who have hundreds of millions of millions to spend, it is easy to see the tremendous possibilities in this field alone. And then, of course, there are the colleges and universities, whose students have their avalanches of nickels ready and waiting.

Another opportunity concerns American vacationists, of whom there are several millions each year. Their problem is always where to go—which place to select. Nickel movie machines can provide them with the most vivid impressions of each type of vacation spot. By investing a few nickels, a prospective vacationer—or honeymooner—can look over all of the leading vacation areas and take his choice! These machines, in addition to being located in railroad and bus stations, can be successfully placed in travel agency offices, railroad and steamship offices and in hotels.

Machines offering such informational shorts as, "How to train your dog," "How to reduce," "How to gain weight," "How to keep cool in hot weather," and a thousand other instructions on popular subjects are sure to achieve a permanent place in American life. Movies devoted to health subjects will become permanent institutions in the nation's drug stores, of that you may be sure. It is even possible that machines featuring medical topics will find a profitable niche in the waiting rooms of medical clinics and large hospitals. If you, or someone in your family, were suffering from

such physical disorder, it would be fascinating and perhaps beneficial to you to see movie shorts describing this ailment, its causes and methods of treatment.

Not by any means the least of the possibilities is that of sex instruction. Skillfully and properly presented, various aspects of sex could be offered to the public in a manner which would have the approval of doctors, teachers and parents. It is obvious that the public at large would respond heavily to such movies—particularly the young men who would stand most to benefit by them.

Another profitable type of location for entertainment subjects is aboard ship. Ship passengers have hours of idle time on their hands, and every kind of entertainment is valued. Although present conditions in Europe have cut off ocean travel, this condition will not last forever. And meanwhile, there are hundreds of ships still operating between this country and South America, the West Indies, and on the Great Lakes.

Public libraries may offer one of the most profitable of all locations for movie machines offering educational and instructional shorts, and travelogues.

There seems little doubt but that many millions are going to be made in the nickel movie industry; already off to a flying start, nickel movies seem certain to become as much a part of the American scene as hot dogs and mustard. ♦

Rabkin Has Part in Industrial Conference

NEW YORK—Further demonstration of the efforts of leading men in the coin machine industry to foster better understanding with the public at every opportunity, was recently given when it became known that Bill Rabkin, president of International Mutoscope-Reel Company, Inc., of Long Island City, was on the sponsoring committee for the National Association of Manufacturers' Industrial Leadership Conference held at the Hotel Astor, here, recently.

Other members of the committee included such leaders as Thomas J. Watson, president of International Business Machines Corporation; James H. Rand, Jr., president of Remington Rand; W. S. Landes, president of the Celluloid Corporation; I. Lawrence Lesavoy, head of the Rayon Corporation of America; James H. McGraw, Jr., of McGraw-Hill Publishing Corporation; and George W. Merck, president of Merck & Company.

Mutoscope products are known throughout the world, and Rabkin is well-known as one of the most active workers in the industry's behalf. His placement on the sponsoring committee for this organization thus added to the recognition of the coin machine industry, for which he has striven so long, as well as standing as a personal honor. ♦

WARNING!

It has come to our notice that an individual who signs himself as A. W. Dixon is soliciting the coin machine trade for subscriptions to various coin publications. This party is not authorized to solicit for any coin machine publisher and in order to avoid embarrassment, as well as to protect the interests of our contemporary publishers, we want to warn all coin machine people on the Coast to refuse to do business with this party under any circumstances.



A. M. Keene, Editor-publisher-coin machine operator, faces the camera aboard the Matson liner with his daughter, Betty, as they sailed on the Lurline from Honolulu for the mainland. Keene seems to have had his share of leis. Or has he?

Keene Sizes Up Island Situation

HONOLULU, T. H.—Dear Brothers in Coindom: Aloha! No doubt there are a good many brethren of the coin machine industry who would like to know something about Honolulu and its possibilities for operating controlled equipment.

First of all you should know something about this western outpost. The best bet would be for one to go to San Diego and take a look around. Even though it has "T. H." after it—and T. H. means "Tis here" or "Tain't here," as you like—Honolulu is very much like San Diego: it is about the same size, and has quite a foreign population, though the latter city's is Mexican, while the island town's group is Japanese. On September 1 Honolulu had 30,000 sailors and 16,000 soldiers, but right now many of the former have moved to the mainland's southern port for a brief holiday.

This outflow of sailors, which has been developing for four weeks, should quiet business in the Sandwich Islands (yes, that's what they were called when you and I were kids.) At the same time the tourist season has called it quits for a spell, and won't pick up much until around Christmas. By that time, too, the sailors may be back.

As to coin machines—they're good in season, and when the Navy is in port, but like San Diego not so good out of season and without the boys in white.

The "Likker" board allows no pin tables in places which have bars. Irving Bromberg, with his son as operator, has discovered that the games with free play work out quite well in drug stores and dry cafes. With a modern setup they were doing nicely while the city was crowded. What goes on now may perhaps best be found out from Bromberg.

Jack Moore—of San Francisco and points north—has a setup of 20 Bally Coca Cola machines which take care of thirst in the upstairs night spots. No one

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seemed to patronize the machines in the service stations, except me—and I can't drink coke after drinking too much pineapple juice, and I'll bet you can't either.

A local druggist has 25 Watling fortune scales, feels he gets a good income from them, and no doubt does.

Fred Trevillian of Santa Barbara has a nice string of assorted machines. He has been in the Islands about four months, trying to decide whether to remain. He likes it, and thinks that if the business doesn't walk off and leave when the sailors and tourists are absent, he'll stay indefinitely. With Mrs. Trevillian and the husky youngsters, he is residing at the Beach. The whole damn family—I mean the whole Trevillian family (pardon my jealousy) has taken on a delightful coat of tan for they have a surf board and umbrellas at the beach where they boil out daily, in a big way.

Phonographs—both Seeburgs and Wurlitzers—are to be seen in many places, and most are late models. According to report there are two outstanding operators. They have a hard fight, for many of the "spots" own machines and are in the habit of buying outright whenever possible.

Peanut machines and similar merchandising devices don't seem to do so well, apparently because the damp climate is hard on the nuts. Cigarette machines are operated by the Twentieth Century Company, formerly owned by Bud Smith of Los Angeles. One serviceman handles about 125 machines.

I can say this for any operator: He will have a fine time if he comes here, and will get lazier every day, though that won't be too far wrong for anyone of the fraternity. And when he leaves he will get more leis than he ever had at one time before in his life. Just take a look at the picture of me. I had eleven in one morning, just before the boat left!

Smilingly yours,
A. M. Keene.

"They sure have a lot of pulchritudinous girls in this show!"

"Well, what's the difference so long as they're good looking?"

"Give me an example of an indirect tax."

"The dog tax."

"Why is that an indirect tax?"

"Because the dog doesn't pay it."



CHECK THESE BUYS IN USED NOVELTY EQUIPMENT

Bally Bulls	\$90.00	Skee Ballettes	\$50.00
Bally Alleys	30.00	Keeney Anti-Aircraft	
Chicken Sams	67.50	Guns	115.00
Ten Strikes	50.00	Evans' In the Barrel,	
Ten Strike, Free Play....	62.50	Free Play	140.00

These and many others are waiting to go to work for you.

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Make Up Your Order from this List

Oh Boy	\$52.50	Bally Chevron	17.50	Scoop	35.00
Flagship	32.50	Bally Vacation	65.00	Keeney Speed Demon.....	75.00
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Keeney Super Six.....	52.50	Avalon	25.00	Western Baseball, free	
Chi. Coin Commodore.....	42.50	Flight	10.00	game unit.....	100.00
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19
COIN
MACHINE
REVIEW

Old Machines Live Again At Coast Show

LOS ANGELES—Echoes of yesterday will be heard during the 1940 Western States Coin Machine Convention to be held at the Los Angeles Biltmore Hotel, November 18, 19 and 20, when today's manufacturers will display hundreds of new money-making devices during the three-day period.

In sharp contrast to the smart, streamlined and compact pieces of equipment that have been brought to a high point of refinement by the Industry's 60 years of development there will be displayed a group of well-loved old-timers which, at the drop of a coin, will revive the song hits of by-gone days just as they used to be played.

Reminiscent of the wicked days of red plush and velvet parlors in naughty-but-nices houses of the Gay Nineties, the collection of old coin-operated musical instruments includes an old Violin Virtuoso, the first Seeburg Electric Piano, and the first Automatic Banjo ever made. Long before dance music was modernized or "jive" added to the vocabulary, before the modern method of making music available to everyone was thought of, these old instruments pulled in heavy incomes.

They still work smoothly, these old-timers, thanks to the care given them by their owner, A. D. Osborn, pioneer music operator and now a distributor of the first magnitude. Cherished by him and kept tuned and in good condition, they stand as milestones in the growth of a great industry.

Osborn, who has consented to their display, will be on hand to demonstrate them and recall and explain many of the interesting features of their early operation.

In their own right the machines will prove a tremendous attraction, and one worth travelling hundreds of miles of travel to see.

New Counter Game Due

BROOKLYN, N. Y.—Dave Robbins, head of D. Robbins & Company, announces the early appearance of a new one-cent counter skill game to be priced to operators at about \$17.50. Vending a ball of gum for each penny, so that the game will be suitable for "tight" territory, samples of the equipment have already been tested on location and the results are said to have been highly satisfactory. Distributor arrangements will be made for all states.

De Sassise Moves

SAN FRANCISCO—Frank De Sassise, head of Frank De Sassise Sales Company, has moved from his old place at 1955 Mission Street to new and larger quarters on Coin Machine Row. This distributor of arcade and vending machines, believed to be one of the largest distributors of rebuilt machines west of Chicago, is now at 1020 Golden Gate Avenue, where he invites coinmen visiting San Francisco to make their headquarters. Like many another from this region, De Sassise will be present at the Western States Coin Machine Convention in Los Angeles next month.



Battery of Bally Rapid-Fire machine-guns at Treasure Island, San Francisco World's Fair, attracted large crowds of players.

20
COIN
MACHINE
REVIEW



Liberty Bell **TOKEN PAYOUT** **with FRUIT or SPORTS REELS** **Convertible—Penny to Nickel Play**

Operators can now have the choice of obtaining Liberty Bells with the well-known Fruit Symbols or with the startling new "SPORTS PARADE" Symbols, which have proven so popular in opening difficult territory. Both Types of Symbols use FREE PLAY AWARD TOKENS ranging from 3-5- to 100 Free Plays. Payout Model or tokens retaining "Discreet Model."

FRUIT REEL OR SPORTS PARADE LIBERTY BELLS can be converted from Penny to Nickel play, right on location, with spare parts supplied at small charge. This is big news for every operator, it gives you exactly the right type of Liberty for every location.

Cigarette Reel Liberty, available in straight Penny Play or straight Nickel Play, but not convertible.

Thousands of locations await your installation of LIBERTY BELLS—substantial profits await you.

Contact your nearest Distributor for delivery.

GROETCHEN 125 NO. UNION ST.
C H I C A G O

New York

**CIGARETTES DO THEIR DEFENSE BIT
... PROTECTION PLAN FOR DRAFTEE'S
ROUTES ... CALL THEM "JUKE-BOXES"
—SO WHAT? ... WATCH YOUR SIGNS
... PAY FOR THE BOARD OF DI-
RECTORS.**

By IRVING SHERMAN

NEW YORK (RC)—Is the coin machine crowd doing its part for national defense? We say it is. Take a gander at the following figures: In the cigarette field a two-month gain of \$10,428,388 under the defense tax bill, brought the total in this division to \$103,196,008. This is exclusive of a floor tax that netted Uncle Sam an additional \$4,428,947,—just petty ante stuff.

Looks as though indoor season is here. What with remote control phonographs and phonovision, manufacturers are doing their part to keep the customers hopping and the balance of the operators,—so go to it.



Irving Sherman

Henry Wasserman, whose girth rivals Lee Rubinow's, asserts that any rumor about his aiming for that boyish figure again has nothing to do with the case. Henry has put it down in black and white that it was not himself, but a couple of other fellows who tackled a door and couldn't get through. Also, as to new spots, Henry maintains he can sight new locations just as fast as the next fellow; what's more, he holds on to them.

Has anyone seen our pal, Al Gosch of Supreme Cigarette Service? Gosch, who used to wise up as to parliamentary procedure, has been playing hookey recently. What's the matter, Al—wife catch up with you and make you stay home even though you had a good excuse?

Moe Gladstone, energetic secretary of the Amalgamated, has gone in for oratory. The last we saw of Moe he was pacing up and down before a mirror and driving the tonsils at full blast. He confides that he has a big problem, but how can you make a mirror applaud?

Do you know something, fellers? It's getting cold in New York. Bill Peek's gardenia has gone hibernating. Bill Fraser has decided to wear his vest again, and as the last straw, they're making Matty Forbes close all the windows. After this, we know they'll start using the furniture to keep the fire going.

Has someone said anything about penny arcades? Well, who would have thought it? New York operators are buzzing these days because one of the newest spots has dug in right in the heart of Broadway, only a door away from the famed Palace of vaudeville days. Other locations spring up in the most unexpected place and the play centers around anti-aircraft games. Incidentally, say the boys, the more war games they can get, the better.

Information has reached us that quite a number of operators are subject to the draft and worrying about what's going to happen to their stops. The suggestion has been made that the associations get together and decide how drafted men's routes

can be protected. Making the association trustee or manager of routes for the drafted men has been put forward as one way to solve the problem.

Joe Schoenberg, pinball operator and formerly vice president of the Amalgamated, has gone in for amateur photography. Joe is snapping all and sundry these days, but, honest Joe, that was another fellow and not us with that blonde.

Will Los Angeles steal Chicago's thunder? The CMR's scoop in getting a show staged in sunny California is making New York ops wonder whether they'll have to cross the continent in the future if they want to see what's what. Perhaps it isn't a bad idea to take the trip and find out that the U. S. isn't just Chicago, New York and perhaps two or three more intervening burghs.

The slowing up of deliveries is beginning to worry ops, and some of the boys are asking if already the defense plans have not begun to slow up production along other lines. According to informed sources, the boys had better make up their minds that from now on it's not going to be as easy sailing, so far as deliveries are concerned, as—say—a year or two ago.

Keep your eyes on the ball. The bombshell of the season was Modern Vending's shift to Seeburg. An outfit like that, with the following and prestige behind it can really go to town in distributing. Some of the local distributors might do well to study how Modern does it. For example, bringing popular figures of the radio, stage and movies to meet the ops is a swell way to get the boys and to sell your phonographs and records, besides.

Morris Silverstein, former Amalgamated president, was caught making the rounds. A shrewd op, Silverstein picks few lemons

ANNOUNCEMENT

After a thorough investigation of this new medium of entertainment we have acquired the Franchise for Los Angeles County from the Musical Movies Corporation.

The "Musical Movies" or "Nickel-Talkies" Machines, in the opinion of our Technical Advisors, represent the highest achievement in both machine and film product.

We are now accepting orders for local territories.

NICKEL TALKIES DISTRIBUTING CO.

1586 Cross Roads of the World
HOLLYWOOD, CALIF.

5c

5c

Knowing You Are Interested in the New
Coin-Operated Moving Pictures

The Musical Movies Corporation of America

Presents

"Musical Movies"

or NICKEL-TALKIES

Absolutely the Greatest Nickel-Novelty
on the Market Today!

We offer to "OUR OPERATORS ONLY" a Combination Revenue
"Advertising Income" combined with "Nickel-Talkies" Income
"SOMETHING TO THINK ABOUT"

Reserve Judgment Until You Have Seen and Heard "MUSICAL MOVIES"
or "NICKEL TALKIES"

A Few of the Vital Features and Qualifications

- Selective Cabinets
- No Complicated Servicing
- Low Maintenance Cost
- Guaranteed Mechanically Perfect
- Beyond Experimental Stage
- Basic Musical Theme for Dance Rhythm
- Film Product and Sound by Proven directors and Producers
- True Entertainment Value
- Built by Motion Picture Technicians

(Ready for Immediate Delivery)

Demonstrations to Qualified Operators
by Appointment Only
— Phone GRanite 7982 —

MUSICAL MOVIES CORPORATION of AMERICA

1554 in the Cross Roads of the World

HOLLYWOOD,

CALIFORNIA

5c

GRanite 7982

5c

and generally can sense a winner after only a few glances. Of course we can't reveal secrets, but he certainly wasn't looking over those war games because he wanted to spend his time.

Ops who are getting het up about the public's reference to "juke" boxes, etc., are being unnecessarily concerned. The idea that because people don't refer to you in tony words means they think little of you or won't do business with you is gratuitously given. For example, take baseball. What do they call some of the players and the teams when the teams lose? The reason people pay to see baseball games is (1) they want to do so, and (2) the game is kept alive by extensive advertising.

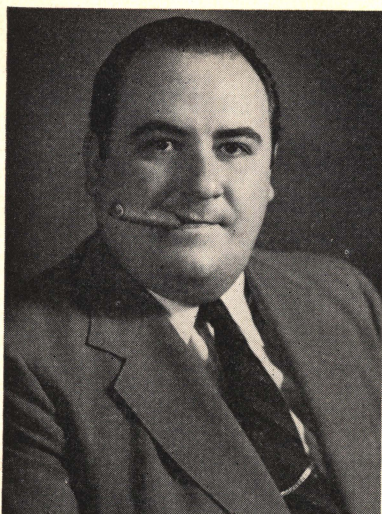
Listen to us. We should talk! . . . Counter models, we hear, are gaining in interest. There seems to be some reluctance

on the part of operators to invest in this type of game; but from what we have observed there is a certain intimacy and appeal about a counter game that not only interests many players, but the game itself is less conspicuous and therefore less distracting to many spots which don't care for crowds as such.

Stay with us in the home stretch. . . . Do you know that New York's Occupancy Tax extends to advertising displays? If you haven't got a headache on that account already, don't place any conspicuous signs next to your machine or you'll hear from a little fellow by the name of McGoldrick.

Four more yards, pal. . . . Where's the initiative of New York ops? Haven't we dropped hint after hint about our time at the World's Fair and the way the feet
(See NEW YORK, page 58)

21
COIN
MACHINE
REVIEW



Off

THE RECORD

- **ALASKA—What it is Today. What it Might be Tomorrow.**
- **Film Movies Given Big Hollywood Send-off.**
- **Industry Biggies Sign for Western Show.**

By
PAUL W. BLACKFORD

● There is one place under the sun, within easy distance of these good old United States, where a man can take down his hair, get away from milling throngs and really rest. That one place is Alaska.

For thirteen days and nights we sailed the sheltered seas of Southeastern Alaska completely shut off from the wild worries of millions of other Americans. The only newspapers we had to read were those we brought with us from Seattle. Radios were useless for certain mineral substances in the territory of Alaska make worthwhile reception almost impossible. For thirteen long days and nights we forgot about raids, blitzkreigs, human slaughter, political propaganda and the ordinary diet one gets in this work-a-day existence.

Years ago somebody chirped "See Rome and Die" and the phrase stuck and has been handed down through the years. A visitor to Alaska might correct that statement to "See Alaska and die" for most certainly there is the acme of perfection in the works of Mother Nature.

Aside from the beauties of the territory Alaska abounds in opportunities for the coming generations. In the years ahead we shall see "Seward's Folly" turned into a vast and highly profitable territory.

For the coin machine operator few opportunities exist at present because of the limited population of the territory. Most locations own their own machines and one, three or four operators, as we know them in the States, are operating machines. Collections are excellent for the Alaskan has no other amusement at night other than cocktail bars where straight whiskey is the main drink, an occasional picture show, and coin machines.

I talked to a location owner in Sitka (pop. 1700) who owns his own machine and has been taking in an average of \$100 a week gross on a 1937 machine for the past two and a half years.

For the most part the equipment is old. Chicago Club House counter machines, manufactured by Daval back in 1933, are quite the vogue up there right now and are getting a good play.

When the population increases Alaska is going to be a modern Utopia for operators. Right now there is money to be made with coin-operated movies for these are a natural for the territory at present. Motion picture theatres specialize in pictures at least five years old and get a fifty-cent piece for wooden seats. Heaven only knows what might happen if some of these modern movies, in color, were offered the Alaskans at a dime a throw.

● A lot happened in Southern California during my three-week absence. Mills unveiled their Panoram and gave everyone in Hollywood free meals and drinks. Seems to me a press release on the amount of the hotel check would be about in order before deadline but it didn't come through. Our guess is that the affair set Mills back a goodly sum, probably exceeding \$25,000 for food and liquor alone.

Anyway it served to properly introduce a new era in the Coin Machine Industry. You'll see a complete display of this type of equipment, plus a display of flocks of subjects at all kinds of prices, when you visit the Western Show at the Biltmore November 18, 19 and 20. Mills will be there along with Metermovies and a dozen

or more other manufacturers of this type of equipment.

Then, too, Homer Capehart paid the Southland his first visit in years and received a welcome from the big wigs of the operating fraternity. In his suite at the Roosevelt Hotel in Hollywood, Homer talked over the business with the boys, told them of his plans for the future, sold several thousand dollars worth of equipment, and flew east after assuring everyone he'd be back in top shape for the big show at the Biltmore November 18, 19 and 20.

Last, and for a bit of a headache, was a proposed ordinance introduced in the L. A. Council to bar machines operated by a plunger which totaled up a winning score. The local jobbing and distributing fraternity took the matter in hand, COIN MACHINE REVIEW set its legal representative to work on the matter, and on October 7 the city fathers tossed the proposed ordinance into the ashcan and finished off the accomplishment with an ice cream soda.

Despite press releases, newspaper chatter, etc., Los Angeles isn't the straight-laced city some of the members of this industry are prone to think it is. The men at the head of our city government believe in a "live-and-let-live" policy. They're willing to meet anyone with a legitimate proposition halfway.

● As this department goes to press EVERY BOOTH in the original floor plan of the 1940 Western States Coin Machine Convention has been sold. Additional space is being arranged in an adjacent exhibit hall to take care of the flock of exhibitors who didn't get their reservations in in time. This display will be immediately adjacent to the Galeria Room and the programs handed you upon being registered for attendance will give you complete data on all the exhibits.

DON'T MISS this 1940 Coast Show. Here, for the first time, you'll see a complete display of Wired Music Equipment. For the first time you'll see a complete showing of coin-operated movies, projection machines, etc. Many of these exhibitors WILL NOT display at any other Shows in the year ahead for following the Coast Show they will probably be so loaded with orders that additional Showings will be unnecessary. THEREFORE, to see these, and hundreds of others, don't miss, at any cost, the 1940 Coast Show November 18, 19, 20.

• • •
"What is your father's occupation?"

"He's a worm imitator."

"What is that?"

"He bores holes in furniture for an antique dealer."

• • •
Man (handing over his pay envelope to his wife): "You got a nice increase this week dear."

+ IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of \$300.00. INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.

**Better
Get 
Cuttin'**

*Beats tables all hollow! Want to make
most money with least trouble on your
part? Better get cuttin' with this new one!*



PRODUCT OF MILLS NOVELTY COMPANY, CHICAGO, ILL.

Chrome

VEST POCKET BELL

The richest, flashiest, most appealing and most wanted little machine ever made—the new CHROME VEST POCKET BELL. This brand-new machine was especially designed for table operators to operate in conjunction with pin tables and in territory where tables formerly operated. The table operator appreciates smallness, lightness and mobility—he likes the idea of crowding thirty money-making machines in a passenger automobile at one time and setting out an entire route in a single day. He appreciates the phenomenal money-making ability of the Vest Pocket and its constancy in holding up this extraordinary earning power month after month and year after year. Tables come and tables go—but the steady little Vest Pocket gets the same amount of play and turns in the same amount of profit every week of the year.

Operators asked us to glorify the Vest Pocket, to show each and every location what expensive and marvelous merchandise it was getting, and to let the player know that he

was handling the finest device of its kind ever made. So we CHROME-PLATED THE VEST POCKET ALL OVER, top and four sides—to make it brilliant, dazzling, fascinating. It shines with the brightness of the noon-day sun. It picks up and reflects all the colors and action in its surroundings. It looks richer and more expensive than any fixture the storekeeper ever used in all his career. It keeps everlastingly new and fresh—just rub a dry cloth over it once or twice on collection day. The mechanism is the same reliable mechanism that has been proven out on tens of thousands of these dependable money-makers.

The Chrome Vest Pocket can be had with NEW METERED JACKPOT allowing special extra payout on bars and keeping a perfect record of all jackpots inside the machine. This little whirlwind has everything any table ever had and a great deal to boot. Operator—you better get cuttin' and grab your share of today's Vest Pocket profits! Invest your money where it will bring you the greatest return.



METERED JACKPOT



AVAILABLE FOR SPECIAL EXTRA PAYOUT ON 3 BARS

Compare

ON THESE 6 COUNTS

Compare the advantages of operating Vest Pockets with the advantages of running any other type of coin equipment, especially tables. Bring it down to dollars and cents, to labor and worry, to the sound basis of *business stability*. The Vest Pocket wins on every count.

1. COST

The Chrome Vest Pocket Bell costs you about half as much as a pin table. Its shipping cost is trivial, its handling cost nothing at all. Solid as Gibraltar, with die cast case, it never breaks or wears or depreciates in appearance.

2. EARNINGS

Reports from thousands of Vest Pocket Operators show it to average from \$4.00 to \$8.00 per day. Because its cost is only half that of other equipment, every dollar you invest in a Vest Pocket brings you about twice as much income every week.

3. ENDURANCE

The Vest Pocket is not a passing fad. Though it is an entirely new machine for you, like any other Bell, the permanence of its earning ability has been demonstrated tens of thousands of times. Why speculate on untried devices when you can be sure with the Vest Pocket?

4. PORTABILITY

The Vest Pocket measures 8 x 7 x 8 inches. It weighs only 18 pounds. It can be carried easily from spot to spot or from place to place within the location. It's a pleasure to pick it up, because it's so light and perfectly balanced.

5. ACCEPTABILITY

The Vest Pocket doesn't look like a Bell—it's almost a perfect cube, of modern, pleasing lines. It has no handle—it uses a push-pull slot like a table. The New CHROME model glistens with beauty and dependability. The METERED JACKPOT which is optional, is not visible.

6. SERVICE

Forget about the service on the Vest Pocket. Thousands of Vest Pockets have run for months without a single service call. It can be loaded in a minute or two. The CHROME Model has latest improved Vest Pocket Mechanism.

Backed by Mills Standard 10-Day Return Privilege

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Ill.

St. Louis

**ASSOCIATIONS RESUME SESSIONS . . .
OPERATOR-JOBBER CHANGES . . .VA-
CATIONS . . . PINBALL DEMAND EX-
CEEDS SUPPLY.**

By **ROBERT LATIMER**

ST. LOUIS (RC)—The close of September brought renewed activity in St. Louis coin machine circles as local associations reopened monthly meetings cancelled during the hot summer months, and locations began to show an uptrend in collections. During July, August and September's early weeks, phonograph collections were lower than usual, despite the fact that distributors reported record sales of new phonographs — an unusual situation accounted for by the fact that most of city's music ops are steadily building up their routes in anticipation of a good autumn and winter business.



Robert Latimer

Most important news at the end of the month was an announcement made by Martin Balensiefer, popular former executive of the Associated Phonograph Operators of St. Louis, that he was severing his connections with Wurlitzer distribution in St. Louis, effective October 10th. Opening a new showroom and office at 1500 Market in St. Louis' Coin Machine Row 18 months ago, Balensiefer and his copartner and wife, Mrs. Balensiefer, have been among the better known distributors of the Missouri metropolis, and gave no reason for the change. In addition to phonograph distribution, Balensiefer has several routes of his own, which he will continue to operate.

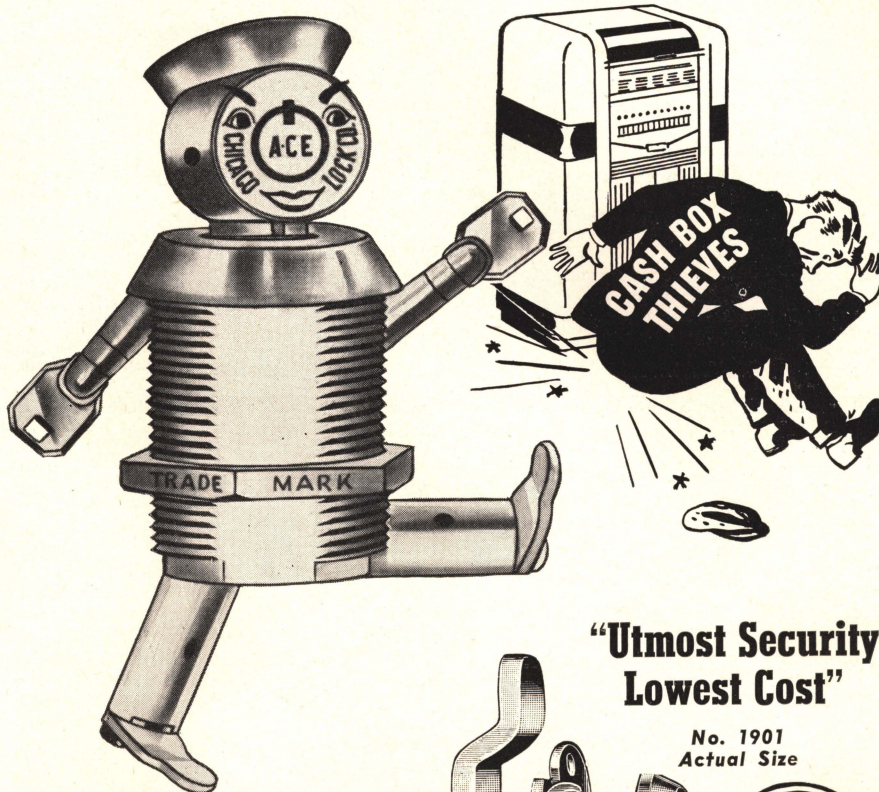
This announcement was made at the September meeting of the phonograph operator's group, and was supplementary to a discussion of good relations between operators of the city. E. C. Steffens, president of IBEW, was the featured speaker, explaining the principles of the electrical organization in relation to coin machine operation, and expressing his satisfaction over the recent agreements drawn up in August between the two associations. Under the heading of new business, a vote was taken to continue affiliation with IBEW, and to raise the monthly dues from 25 to 35 cents, passed unanimously. New members were welcomed, and the organization was host to its members with sandwiches and Dutch Lunch after midnight.

Mack Rees, St. Louis phonograph operator, has returned from a visit to Pensacola, Florida, where the government is building new barracks for training of pilots in the future. There will be an excellent field for amusement machines near these spots, he reports. Coinmen along the Gulf are expecting a wider play when the government coastal training gets under way late this year.

Jack Beckman, now operating under his own name in the phono field, has added a deluxe touch by calling on location owners in a brand new Buick. A good front pays, says Beckman.

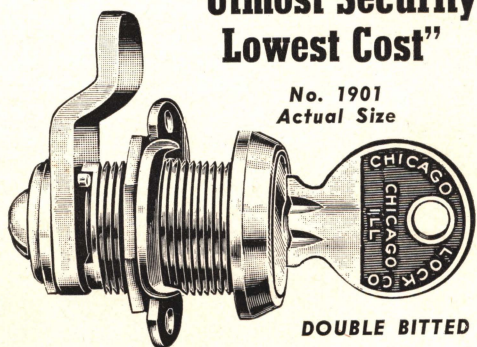
Shifting scenes—Harry Siegel has purchased all the equipment from the estate

OUT! — Go Cash Box Thieves---when Chicago "ACE" Locks Go In!



**"Utmost Security
Lowest Cost"**

No. 1901
Actual Size



DOUBLE BITTED

**There's a CHICAGO LOCK
for Every Purpose**

**Locks . . . for new equipment and re-
placements . . . Ace Locks, Single
Bitted, Double Bitted Locks . . .
Padlocks, too . . . and ALL insure
—"UTMOST Security — LOWEST
Cost."**

Write for Catalog of Complete Line.

CHICAGO LOCK CO.

2024 NORTH RACINE AVE.
DEPT. 9-A, CHICAGO, ILL.

of Leo Biederman, St. Louis operator whose death followed a long illness. Advance Phonograph Corporation has purchased the routes and equipment of Lee Guerke, who operated "solo" through downtown St. Louis. Lee will be a member of The Advance staff in the future. Another important change is the purchase by Lemay Distributing Company of the equity of the O'Neill Phonograph Distributing Company, which will greatly extend the coverage Lemay now has in St. Louis. O'Neill was opened last December.

Lee Turner, whose routes embrace a huge variety of locations from taverns to hotel lobbies, moved recently. His new location is the only phonograph operator's headquarters in the middle west equipped with a pent-

house. Lee has done an excellent job of music merchandising, and this is his third expansion.

Cussing his luck and earning the sympathies of fellow coinmen is operator George Selzer who, while sick abed with rheumatic trouble, received word from St. Louis police that his new truck had been smashed in an accident. Too much for one man, George believes.

Vincent Sieve is one of the busiest music ops in the city now—a far cry from the shaky Vincent who returned to St. Louis on a stretcher after a bad automobile accident near Chicago several months ago. He is one of the sincerest advocates of associated owners in the business, since it was their aid which enabled him to get on

27
COIN
MACHINE
REVIEW

ATTENTION WEST COAST OPERATORS!

SPECIAL CLOSEOUT SALE!

ALL PRICES F. O. B. LOS ANGELES, CALIF.

A. B. T. Challenger	\$18.50	Seeburg Chicken Sam	\$69.50
A. B. T. Blue Cab. Target Skill.....	19.50	Console Model	
Stands for A. B. T. Target Games.....	3.00	Gottlieb Skee-Ball-Ette	79.50
Evans Ten Strike.....	67.50	Rock-Ola World Series.....	54.50
Bally Bull's Eye	72.50	Rock-Ola Ten Pins	64.50

TERMS: Cash with order—Machines will be shipped from Los Angeles same day order is received here.

MONARCH COIN MACHINE CO.

NOTE — NEW ADDRESS — NOTE
1545 NORTH FAIRFIELD AVE. CHICAGO, ILL.

his feet again, not only physically, but financially.

Fishing occupied the spare time (!) of many operators in the early weeks of the season, as a score or more trekked off for a few days with rod and reel. Martin Balensiefer and Bill Marks caught a record number in the Current River, and both notarized a sworn affidavit to be presented to doubting Thomases in the trade. Fred Pollnow, the nation's most traveled operator, has returned from a sojourn in the North Woods, where he missed the muskellunge and gar completely—much to his disgust.

In the pinball field, orders for machines far exceeded supply at every distributorship, as the annual fall route-rejuvenation swung into action. Sport games, notably, are on the increase, and many of the boys are woe-fully decrying the fact that they cannot open up new locations until the requisite machines are on hand.

Heavy orders for new equipment, a more intensive development of new territories, and entrance into the pinball field of new operators were all part of the program in September. Heading a delegation of St. Louis operators who made a hurried trip to Chicago to place orders for new machines was Carl Trippe of Ideal Novelty Company, endeavoring to speed up delivery on the huge backlog of business in at the eight leading distributorships.

The Missouri Amusement Machine Op-

Largest Seller

After ten months Imp is still the fastest selling counter game in U.S.A. Thousands of operators have made fortunes with routes of Imps. Every spot on your routes has room for one or more Imps. See or write to your distributor for full details. A product of Groetchen, 125 N. Union, Chicago.

erator's Association held their regular monthly meeting early at the Melbourne Hotel to discuss the shortage of machines on location, and to welcome a number of new entrants into the group. Their association roster has been swelled by twenty names in the last month, including several operators from as far away as Hannibal, Missouri, and a dozen from the St. Louis County districts. Put to vote was a suggestion of the group that all new machines be advertised on location according to delivery possibilities—in this way assuring machine customers that their new machines are on the way. "We lose quite a bit of business through a machine's becoming stale," Harry Ahrens, county operator, said. "And we think that more can be derived by placing notice on each machine that it will soon be replaced with a new type." Thus there will be a sort of preview of machines to come on the majority of St. Louis routes.

Chester Powell, already known to local coinmen from his previous connection with the industry, is opening up headquarters on Arsenal Street under the firm name of Lee Novelty Company.

The Ideal Novelty Company bowling team is right in the thick of the Midwest League battle for supremacy. The team's roster include Leo Wichlan, Bob Mees, Jack Rose, Tony Weingart, Carl Trippe and Jack Leaver. Every man is keenly interested in watching his average grow. Jim Carmody is convalescing from his recent illness, much to the relief of his many friends.

A certain operator, prominent in coin machine circles here, is being constantly annoyed by long distance telephone calls "collect" asking for Sawbucks, etc. One such call came as far away as Kansas City.

Sam Singer, owner of Royal Novelty Company, has purchased a ¾-ton Chevrolet truck to expedite deliveries. Sam, who formerly held a position as clerk in Congressman C. Arthur Anderson's Washington office, reports a steady increase in volume of business.

All employees of Ideal Novelty Company were given a week's vacation with pay in September, by President Carl Trippe. Olive Novelty Company, 2625 Lucas, re-

ports a 500% increase since entering their new location, and they have 40 pinball machines hooked up ready for play by operator-customers. Al Haneklau, president, visited in Wisconsin on a business trip last month.

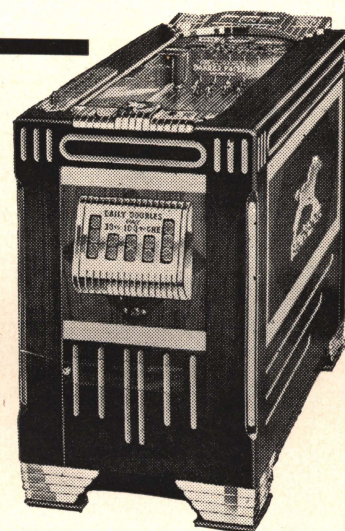
W. L. Amusement Company, headed by R. W. Proctor and "Whitey" Lehmkuhl, has been appointed St. Louis distributors for Mel-O-Tone Phonographs in early September. ♦

American Games Sought by Trading Company in Palestine

TEL-AVIV, Palestine—The Import-Export Commission of Universal Trading Company is interested in the purchase of various kinds of coin controlled, electrically operated amusement machines, for its own account, and could use either new or used devices in good condition, according to M. Reil.

American firms interested in exporting equipment are asked to submit full details and illustrations, together with prices FAS New York. It is indicated that if prices are judged to be satisfactory "you could count on the immediate placing with you of our order."

Complete address is: Universal Trading Company, P. O. Box 1862, Tel-Aviv, Palestine. Telegrams: Universal Tel Aviv. Codes: Bentley's. The inquiry for merchandise is as of July 21, 1940. ♦



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

Buy With Confidence
Own With Pride

The BAKER NOVELTY
CO., INC.

2626 Washington Blvd. Chicago

KING OF THE CRIMPS!

An Out-of-the-Industry Feature

by

PARKER DUNN

"Crimp; decoy, shanghai; ship one involuntarily as a sailor after drugging or otherwise rendering him insensible." Macmillan's Modern Dictionary.

When the sun rose in Liverpool on a morning in 1840 and shone in upon the new born babe that was Joseph Kelly it little realized that it was looking upon a man-child who was destined to make history . . . and a lotta dames.

Joseph Kelly was just an ordinary kid but he had possibilities and the days he lived in offered scope for his undoubted talents. Then, the wind-jammers sailed the seven seas and every time they touched port they needed men . . . and paid well to the crimp who supplied them. This was duck soup for Kelly who now, alas, has gone with the wind-jammers.

Crimping was the name for the gentle art of shanghaiing, which, to the uninitiated, was the system of inducing men to ship aboard a boat they never heard of and did not want to sign on. Kelly made a science of the art, and with him it *was* an art. He developed ways and means of getting the men aboard ship that had never been dreamed of.

All over the world seafaring men knew of "Bunco" Kelly and skippers knew that if he took on the job they would not sail short handed when the tide changed and they upped anchor in those dim and distant days.

Sailing ships then mostly bore an evil name and law abiding, God-fearing men fought shy of them. Most of the crew was shanghaiied and when they got a chance deserted the ship at the first port of call. The skipper got the crimps to supply a new batch. The method was simple.

Since no man in his sober senses would ship before the mast the crimp looked to the dives, bawdy houses and similar joints sailors have frequented since time immemorial. If he found men drunk enough he lugged them aboard ship and collected his head tax; if he found no drunks he got 'em drunk and this failing he slugged them over the head. Anything, any method; the results were the same.

Kelly studied the situation. He was a humane man, he often said so himself, so he developed what became known the world over as Kelly's Comforters. These near-lethal doses of chloral always did the trick if Kelly could administer them but if that failed there was the gas pipe to furnish the coupe de grace. Kelly always wrapped this pipe in a woolen sock, following out his well known humane theory. His exploits were many and varied.

His sobriquet of "Bunco" Kelly was earned in 1890 when a five-masted bark from Britain shoved her dirty nose into Portland harbor and dropped hook. She was short one man and her skipper sent for Kelly which was the logical thing to do under the circumstances. Briefly he told the redoubtable Kelly that he needed one man, needed him badly and needed him in a hurry. Fifty dollars in gold would be paid, if, as and when said man was delivered before the change in tide. Such an

order was ordinarily a cinch for the crimp but tonight there were just no men to be had. A rapid visit to the usual sources, bawdy-houses, sailors' saloons and dives proved unproductive. What to do? Time was almost up and it looked as though for once Kelly was going to fail.

Such an idea was unthinkable. Kelly's pride was hurt. He walked into a cigar store to buy some tobacco. Perhaps Lady Nicotine would come to his assistance. The night was black and a heavy fog hung over the waterfront. Which accounted for Kelly stumbling into the huge wooden Indian patiently holding aloft a handful of wooden cigars advertising the nature of the business within.

A half hour later the impatient skipper glanced at his watch, decided that man or no man, he would have to shove off. As he turned to shout the order to the mate he espied Kelly looming up out of the fog in the dim light over the gangway. Across his shoulder was the figure of a man wrapped in a tarpaulin.

Grunting a greeting to the Captain, Kelly weaved his way to the fore-castle, deposited his burden, being careful to cover it with a blanket. Swiftly he collected his fifty bucks, telling the skipper the fellow was "God-awful" drunk but would be all right in the morning, and departed.

A week later a salmon fisherman was much surprised to haul in his net and find therein, among the fish, a badly battered figure of a cigar store Indian. From that time on, as long as he lived, Joseph Kelly was known as "Bunco" Kelly.

The cigar store Indian was not Kelly's only claim to fame. He accomplished the feat of shanghaiing two inmates of a bawdy house! How he ever got the two women drunk was never known. Perhaps Kelly's Comforters did the trick. In any event when they passed out he dressed them in men's clothes, cut their long hair off and delivered them to a skipper needing two able-bodied seamen, collected his tribute and blew. When the only two women

ever to be shanghaiied sobered up and found themselves aboard a ship at sea they raised so much fuss they were dropped at the next port of call.

The crowning event of Kelly's career was the filling of an order for thirty men. In November of 1893 the big steel sailing ship T. F. Oakes found herself in Portland, Oregon with a full cargo and no crew. Because of trouble with a hard-boiled mate the entire crew had jumped ship and a crew had to be found and in a hurry. Kelly cheerfully promised to supply the demand in consideration of \$50 per man. A round \$1,500 in gold.

Two real seamen succumbed to the Comforters and were delivered, but then "Bunco" ran into a snag. No more men could be found. Frantic search of all the joints produced nary a victim. Taking a short cut through an alley "Bunco" espied an open door and heard groans coming up from the cellar. Investigation found a room much like the store room under a saloon. Racks of barrels festooned the room. From one, a spigot leaked vile smelling liquid and all over the floor and draped over boxes and barrels were men. Some were groaning and tossing about, others snoring loudly and some were very, very still.

Kelly was never a man to look a gift horse in the mouth. Swiftly he called eight hacks from a nearby livery stable and with the aid of three helpers loaded the twenty-two men and delivered them to the ship.

The skipper accepted them, paid off with \$1,200 in gold and sailed. Before he reached Astoria he discovered that he had eight corpses and fourteen very sick men in the fore-castle. The "liquor" the men had been drinking was embalming fluid from the undertaking establishment of H. G. Johnson and Sons! The waterfront bums had found the open door and made the most of the opportunity!

Kelly kept the money, the skipper got a crew at Astoria and the affair blew over.

But Fate has a way of catching up with one and finally "Bunco" fell afoul of the law. He was accused of murder, tried and convicted. He was sentenced and spent thirteen years in the pen at Salem. Rightly (or wrongly—as his friends insisted) Kelly did his stretch until pardoned. Then he wrote a book exposing the horrors of the Salem penal institution that resulted in an investigation and the dismissal of the warden and a number of guards. A new prison board was appointed and no matter what may be said of the evil he did that one fact must go to the everlasting credit of "Bunco" Kelly.

For years he lived off the income of the book. Then he took to "working mud" as they called handling opium. Finally he drifted down into Mexico where he is reported to have died.

Many and varied are the tales the waterfront knows of "Bunco" Kelly and many are the men who saw a great deal of the world they never expected to see thanks to Kelly's Comforters and the King of the Crimps. ♦

29
COIN
MACHINE
REVIEW

—●—

A True Story of

Joseph Kelly

and the

Gentle Art of

Shanghaiing

—●—

Gold Award American Eagle Seen Setting New Records

CHICAGO — Introduction of the Gold Award American Eagle, a new version of the already successful American Eagle counter game produced by the Daval Company, Inc., has brought forth an impressive number of assertions by distributors and jobbers throughout the country to the effect that they believe the Gold Award feature will help tremendously in furthering profits on American Eagle, according to the firm's Al S. Douglass. At the time the new model went into production, even though the plant was working two shifts, delivery on the regular model was about ten days behind, and the new schedule has resulted in a two-weeks' pileup of unfilled orders; that the delay is no greater than this is due to an efficient assembly line so that no time is lost in handling. The finished product is, of course, checked three times before it is approved, packed in waxed paper, and put in cartons.

Often termed a "mystery payout," operators are using their own option on setting the number of free plays they wish to use as the Gold Award—in some cases a value of 100 to 500 free plays—and it is indicated that this will perfectly gauge the percentage of payout for the operator on each location.

One of the outstanding advantages of the free-play token mystery award, Douglass points out, is the fact that on a certain bell-fruit combination which would ordinarily pay but two on the big bell machines, the player may receive 10 or even 20, a factor which naturally enhances the play-appeal of the machine and gives it the desired air of mystery.

Each Gold Award token is serially numbered for the protection of operator and location.

Douglass also emphasized the fact that the two-year unconditional mechanism guarantee for their counter games applies to this newest device, as well as to American Eagle and Marvel. Significant of the security of this guarantee is the fact that Penny Packs have been on the same locations for over seven years which have never been touched save for a little freshening up of their face by the operator, and Chicago Club House machines which have been in operation for ten years, still pulling in a good profit.

Sales of American Eagle and the newer Gold Award American Eagle are said to be establishing new records on the Pacific Coast where, in the belief of Mac Mohr, Daval Company representative, leadership in volume has been established. "American



Eagle has proved itself the salvation of dozens of operators in this area," he declared. "It is the finest money-maker we have ever featured. Our orders continue to double up on us week after week and we believe that we shall soon have reached the greatest peak sale in all Pacific Coast history for any counter game; in this statement we include the great sales of Penny Pack and Reel "21" made in this territory by Daval some years ago."

"I'm stepping out in society. Tonight I'm having dinner with the upper set."

"The steak may be tough—better take the lower set, too."

Absent-minded Arctic Explorer (addressing his dogs): "Oatmeal! Cream-of-wheat! Grape Nuts! Oh, I wish I could think of the cereal that makes you dumb beasts go!"



Guy Noel

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Modern Merchandising

McNeil Records Big Year Announces Show Plans

LOS ANGELES—In his eight years' experience as western sales representative for National Vendors, Inc., of St. Louis, E. C. McNeil asserts 1940 has been his biggest in the sale of National Cigarette and Candy machines.

"We are considerably ahead of last year's sales," he says, "and the remarkable part of it all is that for the past five years we have shown a consistent increase over every year's previous sales." Due credit for this growth must be given National Vendors, Inc. for engineering and manufacturing a quality line of vending machines, able to stand up under all sorts of conditions and abuse with less mechanical difficulty than any other line he knows of, McNeil indicated. A further gain, from an operator standpoint, stems from protection of original investment by minimizing outward changes in cabinet styles during the past three years, though mechanical developments have been constant. The result has been a rise of confidence in National machines, and the steady sales increase.

"Of course we here on the Coast feel that a small part of the credit for sales is due us," he continued, "because we have continued to expand our services to operators, maintaining three Pacific Coast offices at logical points for service and parts. The men in our organization have been associated with the vending machine business for over ten years, and we know the problems of operators because all of us have been operators ourselves.

"We know through experience that our customers have continued to make money and expand their operations, and we feel that the real future of merchandise vending machines is still some years ahead of us. I have confidence that National Ven-

Cornine Has New Vendor, Golf Ball Machine Due

NEW YORK—Said to be "one of the most flexible merchandisers we have ever built, handling not only the famous one-cent Hershey Bar but also Peanut Crunch, Almond Chew and almost every penny candy bar of this size," the new Marcor one-cent Hershey Bar Vendor has been introduced to the trade by Marshall Cornine, Jr., long-established and well-known local firm.

Vending equally from two full columns, the medium-sized machine has a capacity of 110 bars and assures positive delivery action. A 12-month easy time-payment plan on the purchase of 25 or more machines is offered operators as a means of "cutting down overhead and amortizing the cost from receipts."

Built sturdily of heavy-gauge steel, Cornine also declares that "the mechanism we use is as slug-proof as any ever manufactured."

A new golf ball vending machine, originally constructed for the Parks Department of the City of New York is due for early appearance from this firm's production headquarters, in the belief that 25-cent golf balls can be vended with considerable success. Sanitary napkin vendors and other machines have been produced by Cornine for some time.

dors, Inc., will continue to lead the field in merchandise vending machines, and we hope to continue expanding our own sales organization in the future to keep pace with the factory's development."

McNeil has announced an impressive display of National equipment will be seen next month at the Western States Coin Machine Show, at the Biltmore Hotel, and that open house will be held at the firm's offices, at 713 South Westmoreland, during the week of the Show.

General Vendor Mfg. Co. Combines Calder, Peerless Firms

KANSAS CITY, Mo.—According to recent report the Calder Sales Corporation, owners of the designs, patents and other rights of the Calder Vendor, have purchased the equipment and other assets of the Peerless Products Company, which formerly manufactured the Vendors for the Calder Company, and combined the two organizations as the General Vendor Manufacturing Company. An expanded line of beverage vendors will be manufactured under the new name. R. W. Webb is president and treasurer of the firm, and R. Carter Tucker is secretary.

At the present time the company is manufacturing vendors for bottlers of Coca Cola, Dr. Pepper, and Pepsi Cola. Equipment for the first beverage is represented in Standard and Master models for either ice or electric refrigeration; the vendors for the other two bottled drinks will dispense any 12-ounce bottle.

The business of General Vendor Manufacturing Company will be continued at 410-418 Archibald Street. Improvements are being made on the building which formerly housed the two individual organizations, and on the manufacturing facilities.

"Tough luck, girls. I'm a pauper!"
"My, my, we didn't even know you were married."

31
COIN
MACHINE
REVIEW

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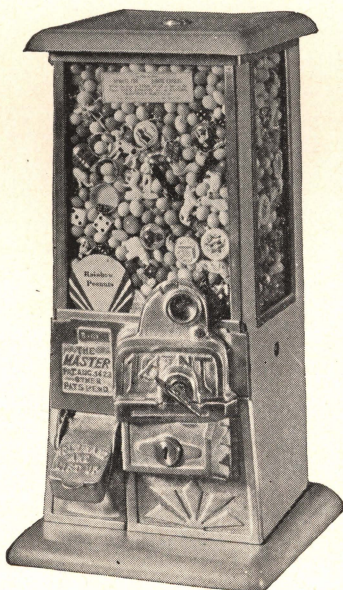
VIKING SPECIALTY CO.

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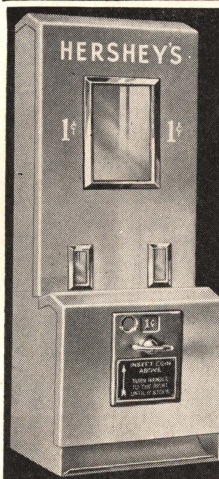
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Sample	\$12.75
Lots of 25	11.75
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Atlas' Pincus Is Quick Job-Change Man

CHICAGO—If it takes one hand to do one job, Harold Pincus, of Atlas Novelty Company, really needs three hands. Though he has no official title, and it would be difficult to outline specifically his departments or tell what duties come under his supervision, Pincus generally might be deemed a three-way executive, for his concerns are buying, parts, and sales.

At one moment he's likely to be contacting factories to check on their releases of new equipment, and arranging delivery schedules to take care of Atlas' daily volume of new game orders.

At the next he's likely to be moving into the parts department which, under his direction, has become one of the most complete and efficiently functioning of any distributing organization in the business, and there he'll perhaps study the problem of rearrangement of stock for quick service to operators whose income depends on their keeping machines operating on location, or considering possible short-cuts in filling orders.

After that he may be found attending to correspondence, or answering questions of operators—in short, doing what is needed to help customers boost their incomes, and that comes under the sales department's responsibility.

Where a man doesn't have three hands, ability to move swiftly from one special sort of work to another is a real test of business efficiency, and Pincus proves his mettle, keeping pace with a fall business that seems to keep Atlas going 28 hours a day. ♦

Silver King Vendor Co-Stars in New Movie

CHICAGO—Although there are repeated statements to the effect that Hollywood is becoming the style center of the universe, few people realize the effect motion pictures have upon industry and public choice; industry nowadays keeps a keen eye on the films to determine the direction of public trends.

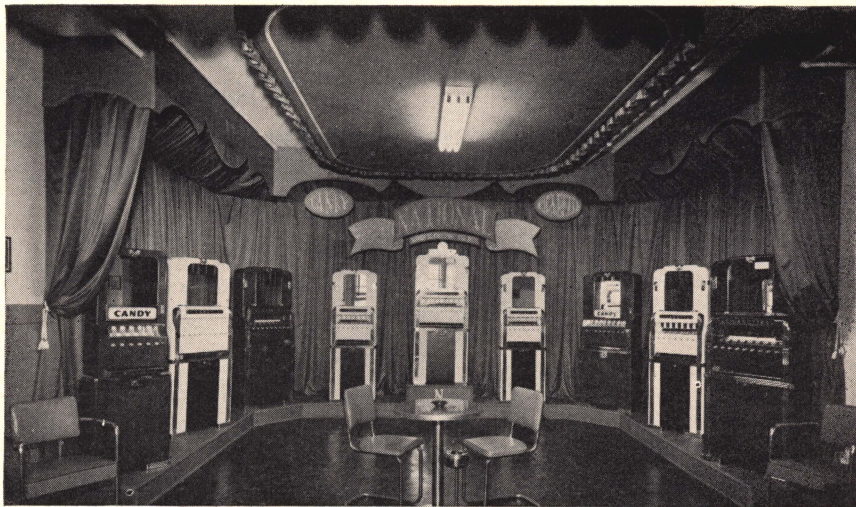
So it was with particular delight that Automatic Games noted several close-ups of Silver King in the recent picture, "Gambling on the High Seas," to which were added the spoken compliment that "These vendors are the only ones that pay off to the customer."

Checking into the matter, H. F. Burt,

Lowest Price

Imp Gum Vender is the lowest priced game which you can buy, yet its earnings are so excellent that it is preferred by operators over games costing many times as much. Product of Groetchen Tool Co., 125 N. Union Street, Chicago. Try six Imps at \$67.50. Let its profits show you why it is the world's

Largest Seller



New display rooms opened by Louis H. Cantor Company in New York City for National Cigarette and Candy machines. Cantor has been with National a number of years and was placed in charge of the New England States territory the first of the year.

head of Automatic Games, has learned that studios have found it is unglamorous to associate a star with anything cheap, and accordingly Silver King was used. In line with that feeling theater operators all over the country are now said to be demanding this vendor in increased numbers, since its modern, distinctive lines harmonize with and find suitable settings on any location. ♦



What's happened to Fred Trevillian? Here's the answer. Sez Fred, "I am just about to enter this grass shack in Hawaii for a Lu'au. No! That's a Hawaiian dinner." Fred and the family are enjoying the beauty of the Island and recently played host and hostess to Mr. and Mrs. A. M. Keene, Bakersfield, who sailed from the Islands for the mainland on September 6th.

Trippe Enthusiastic Over Rapid-Fire

ST. LOUIS — Reiterating field reports from Review correspondents to the effect that gun devices are growing steadily more popular, Carl Trippe, owner of Ideal Novelty Company asserts that Bally Manufacturing Company's Rapid-Fire machine gun is "earning income operators couldn't get in any other way, and has become a new source of extra profit.

"We can point out hundred of locations already occupied with several marble games and not a chance to put in more," Trippe declares, "but these same locations are open to Rapid-Fire, and Rapid-Fire gets top money every time in these spots. Best of all, the marble game play isn't affected in the least.

"With everyone talking war and thinking preparedness, Rapid-Fire is the greatest attraction a location could possibly install. It draws crowds and creates new business for the location, and when the location gets new customers it naturally follows that every other coin machine in the place picks up added income." ♦

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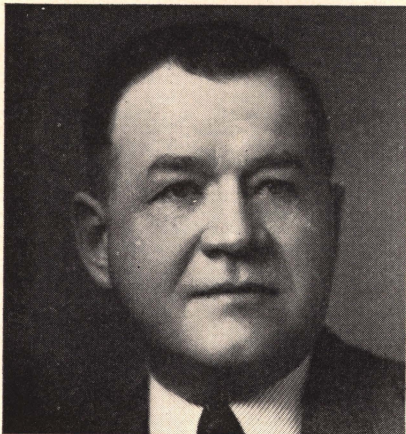
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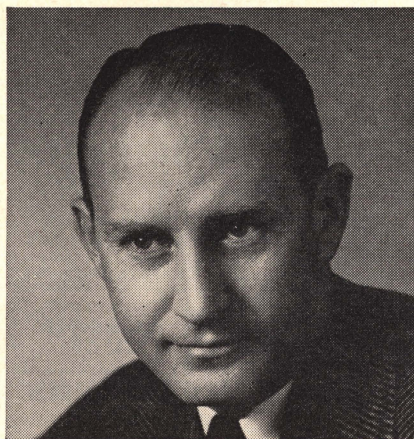
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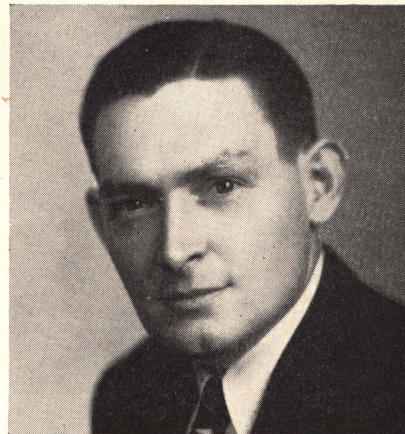
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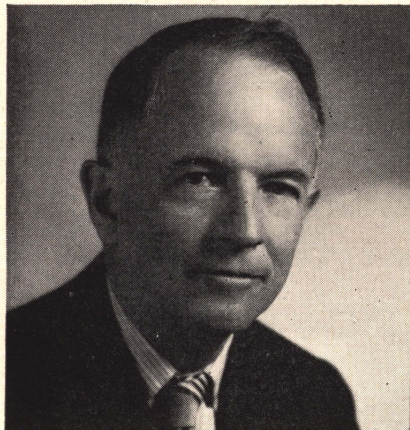
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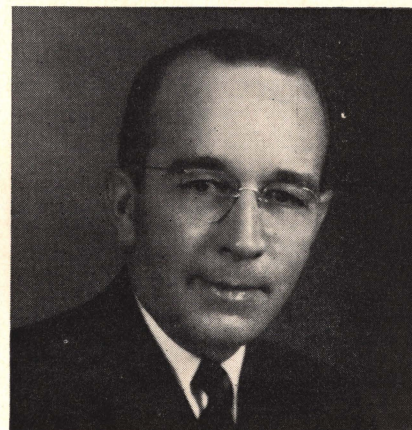
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PATENTS AND TRADE MARKS

The following memorandum relating to patents and trade-marks is made available through an arrangement had with JAMES ATKINS, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the United States Patent Office and, if no opposition thereto is filed within thirty days after the publication date, the marks will be registered.

We have also arranged with Mr. Atkins to furnish our subscribers with preliminary information respecting their patent and trade-mark matters, the same to be without charge to them. Address your inquiries to Mr. Atkins, advising him you are a reader of this paper, and a prompt report will be sent you.

Brief drawings of the Patents described are on file in the COIN MACHINE REVIEW offices.

2,215,642
COIN OPERATED VENDING MACHINE
Christian Gabrielsen, Belleville, N. J., assignor to Rowe Manufacturing Co., Inc., New York, N. Y., a corporation of New York.
Application November 29, 1938, Serial No. 242,907. 5 Claims. (Cl. 312—48)

2. In a machine of the class described, and in combination, a plurality of means for storing and delivering articles, each said means comprising a rotatable member having a convex obverse face positioned for supporting a supply of articles and a concave reverse face shaped to hold an article of predetermined dimensions with its outer sur-

face at a distance from the axis of rotation of said member substantially equal to that of said obverse surface, actuating means for said delivery means comprising a series of rock shafts operable manually and selectively by forward and reverse rotation between predetermined limits, a slidable lock bar for said rock shafts, means for engaging said shafts in driving relation with said bar throughout said forward rotation, and means for engaging said shafts in driving relation with said bar during said reverse rotation up to a predetermined point and thereafter disengaging said shafts from said bar.

2,216,064
DISPENSING DEVICE
Fred A. Becker, New York, N. Y.
Application November 1, 1939, Serial No. 302,450. 7 Claims. (Cl. 312—57)

1. In a dispensing device an open bottom up-standing container for the storage of the objects to be dispensed, and including a pair of sides, a rear and a front, a horizontally disposed skeleton combined guide and support element extended laterally with respect to and connected to the lower ends of said sides and rear, said element adjacent the lower ends of said sides having its top formed lengthwise thereof with a pair of spaced aligned slots, a horizontally disposed skeleton dispensing element supported by and slidably mounted in the other element and formed in the rear portion of its top with a pair of aligned spaced openings normally registering with the rear end of said slots, and controlling springs for said dispensing element arranged against the outer surfaces of the sides of the container, formed with coils intermediate their ends, elongated stretches depending from one end of the coils through said slots and said openings and an angle-shaped short stretch extended from the other end of the coils and anchored to the sides of the container, said dispensing element being provided with means to facilitate movement of the same outwardly to dispensing position against the action of said springs and said springs acting to return the dispensing element to retracted position when the dispensing operation is completed and the dispensing element is released.

2,215,673
COIN CHUTE
Walter A. Trautsch and William Patzer, Chicago, Ill.
Application November 18, 1938, Serial No. 241,114. 2 Claims. (Cl. 194—102)

1. In a coin testing device of the type having a coin passage disposed in a substantially vertical plane between opposite vertical wall portions and having a descending floor portion, selecting means including the provision of a dropout opening having a mouth opening into said passage through said descending floor portion and leading downwardly out of the plane of said passage through one of said wall portions, the width of said mouth being less than the thickness of a predetermined acceptable coin element so that coin elements which are thinner than the acceptable coin elements will drop into said mouth and slip through said drop-out opening of said device, that one of

said vertical wall portions through which said drop-out opening leads having a movable gate section arranged for movement out of the plane of said wall portion to provide a sideways discharge opening in said passage, said movable wall section or gate having a lower edge portion which is beveled substantially at the inclination of the drop-out opening and which constitutes an opposite movable wall section of the latter such that when said gate is opened the drop-out opening will likewise be opened by removal of one of its side portions.

122,672
DESIGN FOR A VENDING MACHINE
Edgar H. Sargent and Anastasius G. Alex, Evanston, Ill.
Application July 15, 1940, Serial No. 93,658.
Term of patent 14 years
The ornamental design for a vending machine, substantially as shown.

2,213,651
COIN ACTUATED SWITCH
Mitchell A. Hall, Fort Thomas, Ky., assignor to Monarch Tool & Mfg. Company, Cincinnati, Ohio, a corporation of Ohio.
Application September 6, 1938, Serial No. 228,520. 1 Claim. (Cl. 194—9)

In a coin operated switch mechanism, a coin actuated trip lever, a rock shaft carrying said trip lever, movable contacts actuated by said rock shaft, an electrical circuit including stationary contacts adapted to be engaged by said movable contacts, a coin delivery guide including a portion having very little incline from the horizontal for rolling the coin onto the trip lever, balance means on said trip lever for determining the force necessary to trip the same, a magnet in said switch and, a keeper secured on said rock shaft, said keeper being normally in contact with the magnet to hold said rock shaft stationary and adapted to swing clear of the magnet upon engagement of a coin with the trip lever.

2,215,374
COIN CONTROLLED LOCK
George A. Long, Hartford, Conn., assignor to The Long Security Lock Company, Hartford, Conn., a corporation of Connecticut.
Application December 16, 1937, Serial No. 180,577. 16 Claims. (Cl. 194—84)

1. A coin controlled lock comprising a case having a coin slot therein, a movably mounted receiver into which a coin passes from said slot, an actuator member mounted for movement independently of said receiver and positioned for contact by the flat face of said coin in said receiver and as a result thereof for consequent operation by said coin, a latch bolt having means engageable by said actuator member for operation thereby, means on said bolt engageable with said actuator member for operating thereof independently of the receiver to release said coin, and means for operating said receiver.

2,215,024
VENDING MACHINE
Sidney E. Van Tuyl, Berwyn, Ill., assignor to Claude R. Kirk, River Forest, Ill.
Application June 23, 1939, Serial No. 280,712. 3 Claims. (Cl. 212—97)

1. In a vending machine, article storing and feeding and dispensing means comprising, in combination, spaced horizontally extending supporting rails along which the bottoms of stored articles rest, a continuous band and means supporting the same to be trained in a vertical plane with an upper run extending in parallelism between said rails so as to engage said article bottoms and transport said articles as a group toward an end of the rails constituting a delivery end, oscillating lever means arranged to move said band in one direction only toward said delivery end, and an article dispensing receptacle arranged for movement back and forth into and out of alignment with said delivery end to receive articles from said rails and transport said articles to a dispensing position.

2,215,004
DISPENSING MACHINE
Benjamin D. Knox, St. Louis, Mo.
Application April 30, 1938, Serial No. 205,172. 10 Claims. (Cl. 101—96)

3. In a device of the class described, means for supporting a record sheet and a coupon sheet, coin-controlled operating mechanism for advancing said sheets, a latch for said mechanism, and a manually operable actuator for releasing said latch positioned beneath said record sheet, whereby operation of the actuator will require a fingerprint of the operator upon the record sheet.

Wife: "But, darling, when we married you said my mother could stay here whenever she pleased."

Hubby: "Yes, but she doesn't please."

Doctor: "What you need is an electric bath."

Patient: "Nothin' doin', doc; I had an uncle drown that way at Sing Sing."

Lowest Price

Imp costs less money than any other comparable counter game. Its earnings quickly repay your original investment. If you operate 24 or more locations you may be interested in our special proposition limited to bona fide operators. Write your qualifications today. Groetchen Tool Co., 125 N. Union, Chicago.

Here's Where Good Fellows Get Together!

Convention Ball & Banquet

The Western States Coin Machine Convention will be a serious affair for operators interested in discovering the equipment that will bring them the best income. But all work and no play doesn't even make jack, these days; a man's got to relax to keep on his toes. And Southern California's finest Relaxing-Place, the exclusive and swellegant Colonial Dining Room of the swanky Wilshire Bowl, has been set aside for Coinmen Only—and their wives and guests, for Wednesday evening, November 20th.

Your Top Sirloin Steak or Chicken Dinner will begin the party, and after that genial Phil Harris, Jack "Jello-again" Benny's running mate, will supply the music that will rest your tired feet and make them dance.

But that isn't all! The old-time Orpheum will look sick in comparison with the two mammoth revues staged especially for this party by Lou Dorn, noted Hollywood impresario and talent scout. The Wilshire Bowl does not ordinarily have entertainment other than Harris' dance music, and this, indeed, marks the affair as extraordinary, a ball and banquet planned especially for you.

Perhaps your voice will be heard over the length and breadth of the nation. In any event thirty minutes of the program will be broadcast from coast to coast over the Mutual network, paying a real tribute to a great Industry.

We don't have to say "This needs your support" because the truth is that "This has been planned for your enjoyment." Accommodations are limited and you will be smart to get your reservations in advance.

2.50 (plus 8c tax) per plate

Any remaining tickets will be on sale in the Exhibit Hall during the Convention. Invest wisely—be sure of your place—clip the coupon NOW!

COIN MACHINE REVIEW
1115 Venice Boulevard,
Los Angeles, California

We are enclosing our remittance in the amount of \$..... for which please send us..... tickets for the 1940 COIN MACHINE BALL AND BANQUET to be held at the Wilshire Bowl in Los Angeles on November 20th.

Mail to.....

.....

.....

.....

\$2.58 per Plate (\$2.50 plus .08 tax)

Celebrities Luncheon

This part of the gala entertainment program for the Western States Coin Machine Convention would cost at least \$15.00 per plate under ordinary circumstances. The smart Music Room of the Biltmore Hotel will belong exclusively to members of the coin machine fraternity Tuesday, November 19th, at noon.

Food? The sort that will keep on making your mouth water, even after you're well-filled. Entertainment? Scads of it!

Of course there will be throngs of your fellow-coinmen there, as interested in meeting you as you'll be in getting to know them; first of all, this is a get-together for the Industry. There will be a great gathering of the Industry's leaders, too—men who have pioneered its development, and who still hold in their hands the key to your future success and profit.

Beyond that you may expect: Outstanding recording artists who are now making money for musicmen on Columbia discs; some of the players who are appearing in "Soundies," the Mills Novelty Company - James Roosevelt venture; talent from Metermovies; from Musical Movies; and from Quality Pictures, headed by world-famous Cecil B. DeMille.

And still others noted in the fields of radio, screen and stage!

J. Charles Davis, noted sportsman and Western radio personality, who has been on the airwaves for the past ten years, is in charge of gathering this stellar cast, many of whom will be drawn from his wide acquaintance in entertainment circles.

\$1.65 per Plate (tax included)

COIN MACHINE REVIEW
1115 Venice Boulevard,
Los Angeles, California

We are enclosing a remittance in the amount of \$..... for which please send us..... tickets for the CELEBRITIES LUNCHEON to be held at the Biltmore Hotel at 12 noon, November 19th.

Mail to.....

.....

.....

\$1.65 per plate (\$1.60 plus .05 tax)

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COIN
MACHINE
REVIEW

New Monarch Quarters Have Unusual Features

CHICAGO—There's nothing quite so lonesome as a building from which a familiar and friendly organization has moved. That's the case with the old quarters of Monarch Coin Machine Company. But over at 1545-49 North Fairfield Avenue business booms along at a rate that shows why the firm had to move to a new location.

Occupying an entire three-story building—the organization is now firmly settled there—Monarch prides itself on being one of the nation's few really big distributing companies, both in point of business volume done and physical space occupied. A floor space of 25,000 square feet is provided in the new building. Modern offices and display rooms take up the first floor, along with receiving and shipping departments, while warehousing and reconditioning occupy the second and third floors.

According to Al Stern, one of Monarch's officials, a new departure in the display of equipment has been made. He declares, "We have departmentalized our games and have built separate display rooms for the various types of equipment available through our enlarged facilities. In our new headquarters we have a large general display room for reconditioned novelty, free-play, convertible and payout games. In addition, we have a special counter game room presenting this equipment in the largest variety known. Then we have a new game display room where only the latest types of games made by leading manufacturers may be seen and played by our customers."

As always, Monarch will carry a huge and varied stock of every sort of operating equipment, including a wide selection of phonographs. Each available game will be on display in the showrooms and will be on hand for immediate delivery to customers from the huge stock of reconditioned equipment in the second and third floor warehouses.

Coinmen who have inspected the new headquarters are highly enthusiastic over the facilities for service. "They claim," reports Stern, "that it is the most ideally laid-out distributing setup in the country. In the first place we are well situated for the convenience of our clients, since all the leading manufacturers are but a few minutes' drive from the Monarch Building, which is just a few steps off North Avenue, one of Chicago's important arterial streets; yet along Fairfield Avenue there is ample parking space for any number of customers, and two street car lines and the "El" provide convenient transportation for those not driving.

"An unusual feature of our new headquarters is a drive-in delivery and shipping room for trucks. Loading and unloading will be done inside, away from weather hazards. A further unique feature of the service is automatic elevator transportation for equipment from the first to second and third floors. This is a speed asset that will mean a great deal to our customers in point of efficient service.

"Our new offices are laid out along the latest efficiency lines and modern equipment has been installed throughout. Direct communication with our clients will be made more swift and direct by means of special Western Union Teletype wires right into our offices."

"The entire setup of the new Monarch Coin Machine Company is one that will soon make us the greatest of distributing

organizations," asserted Roy Bazelon, head of the firm. "New equipment in our reconditioning shops, augmented office and shop staffs, increased space for even greater stocks than have been handled in the past, and the many new service assets now available in our new building, enable us to offer coin machine buyers a service second to none on new and used equipment of every known description." ♦

Mills' 'Flying Irishman' Gets United Air Lines Plaque

CHICAGO—A citation from United Air Lines, in the form of a handsome plaque, has just been received by D. W. Donohue, assistant to the president at Mills Novelty Company, in token of his traveled 100,000 miles over their air lanes. Actually, Donohue is entitled to six plaques, since he has hurtled more than 600,000 miles by air—

equal to circling the globe 24 times—but the air lines consider 100,000 miles a very unusual feat and United has set this figure as a special honor goal for their passengers.

Donohue is said to have been one of the first big business men to recognize the value of air transportation in reaching conferences scattered all over the country. Known as "Denny" to everyone around the Mills plant, and to his legions of friends in the coin, refrigeration, counter freezer and music fields, the big, genial Irishman (he weighs in at about 210) with humorous disposition, trigger-quick mind and a tremendous store of energy, obtained his complete and all-around knowledge of every phase of business that Mills Novelty Company is interested in, as head of the firm's credit department, chief legal adviser, and in his present post as assistant to President Fred L. Mills. ♦

At Last!

A LINE OF FINE TOILETRIES ESPECIALLY FOR MEN



Seaforth
FOR MEN

From the clean Highland fragrance to the sturdy little stone jug, SEAFORTH bears the unmistakable mark of a man's product . . . the invigorating odor of the Upland Moors with its faint scent of heather is reminiscent of the country of the Highlanders—especially the hills of the famous Seaforth Regiment and Black Watch.

The snug brown caps and the stone containers are in the tradition of Old Scotland—and the refreshing scent of the Scotch Highlands is at home in the ballroom of Balmoral or the Regimental Barrack's Clubroom . . . each SEAFORTH toiletry, packed in its stone container, is the finest article exacting manufacture can produce.

Check the items you desire and they will be shipped by insured parcel post immediately, prepaid and guaranteed to please you:

— SHAVING MUG	\$1.00	— MEN'S SOAP	
— SHAVING LOTION.....	\$1.00	(3 cakes)	\$1.00
— MEN'S TALC	\$1.00	— SET A, Shaving Mug	
— MEN'S COLOGNE	\$1.00	and Lotion in Gift	
— MEN'S DEODORANT	\$1.00	Box	\$2.00
		— SET C, Shaving Lo-	
		tion and Talc.....	\$2.00

The LITTLE GIFT SHOP

1115 VENICE BOULEVARD
LOS ANGELES CALIFORNIA

OWNED AND OPERATED BY THE COIN MACHINE REVIEW

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COIN
MACHINE
REVIEW

Pictorially Speaking



M. J. Smith, Packard Treasurer

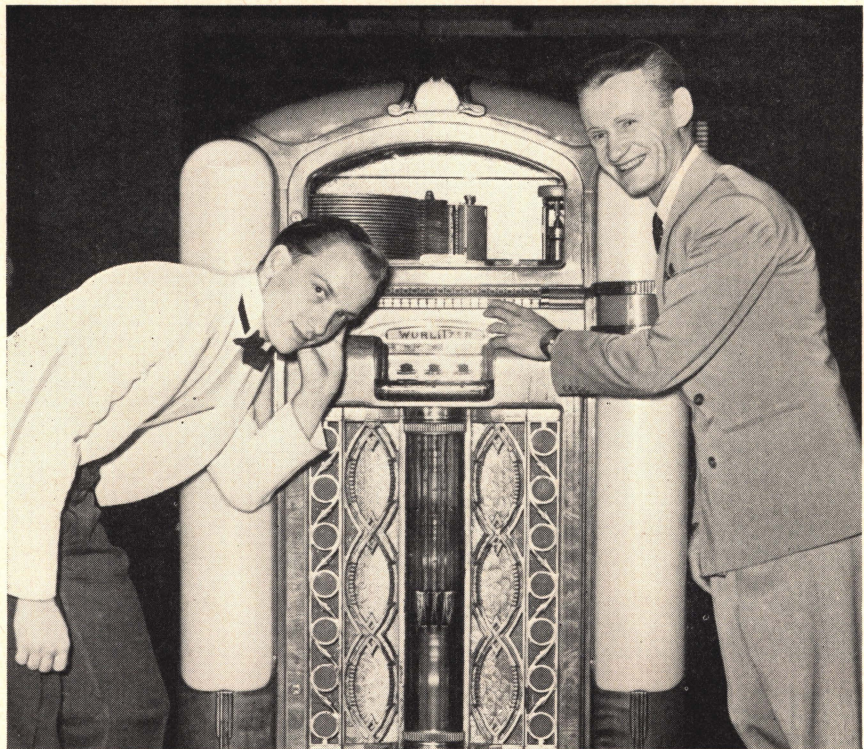
Packard Treasurer Knows Music's Financial Problems

INDIANAPOLIS—Twenty years "finding and plugging profit leaks in the coin-operated instrument business, for manufacturing, distributing and operating," is the record of M. J. Smith, secretary and treasurer of the Packard Manufacturing Corporation. Beginning in 1913 as assistant comptroller of the S. F. Bowser Corporation of Fort Wayne, Smith served as executive there until he became interested in the coin-operated instrument business in the early 'twenties when, as a public accountant and auditor he had intimate contact with several companies operating in this field.

In 1929 he became comptroller and a director of the Capehart Corporation, and since that time he has been continuously active in executive capacities with some of the nation's largest firms in the field. He was Homer E. Capehart's choice, when Packard was set up, as a man who knew the problems of music operators and distributors, and "what to do about them." ♦

"Have you got a match?"

"Have I? Say, I've got matches to burn!"



The photographer butched on this one! Sammy "Swing and Sway" Kaye and one of his bandmen listen intently to a Wurlitzer phonograph in a prominent Milwaukee cocktail lounge, following one of the band's sessions at the Wisconsin city's Riverside Theater. Impatient, the cameraman clicked too soon, and all the two musicians are hearing is the smooth purr of Wurlitzer's famous record changer—and it appears they like even this!



Smith's Service Restaurant and Buffet, Manitou, Colorado, is located at the foot of Pike's Peak. In this unusual spot twenty-two Wurlitzer Wall Boxes and several Bar Boxes provide music for customers. Above photo shows exterior of this popular place. Photo below shows Ernie Bush, Route Man; M. W. McBroom, Wurlitzer operator; and Frank Smith, owner of spot.



PLAN NOW

TO ATTEND THE
WESTERN STATES COIN
MACHINE CONVENTION

★
LOS ANGELES BILTMORE

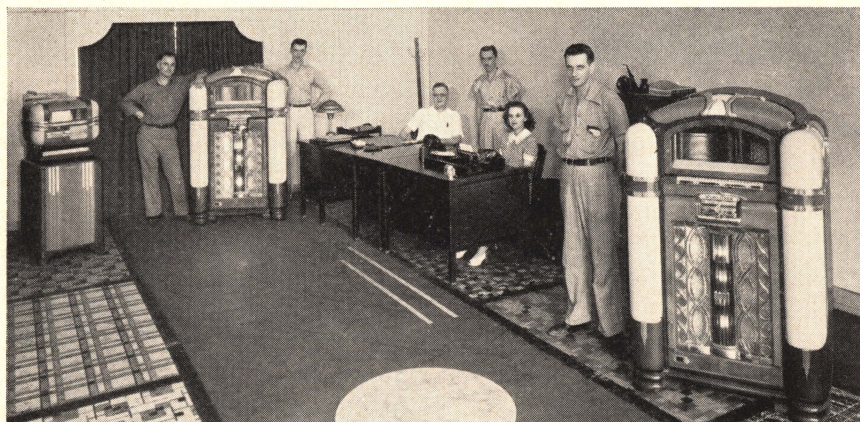
NOV. 18-19-20

The Biggest Show
Ever Staged in the West

DON'T MISS IT!



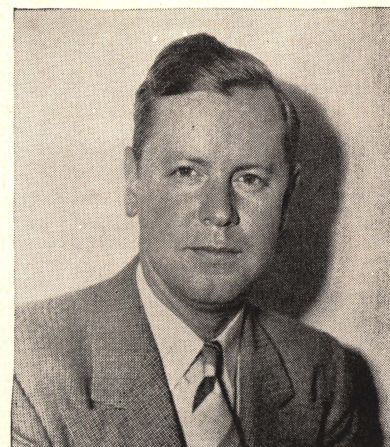
Wolf Reiwitz, head of Wolf Sales, Inc., puts the moniker on the dotted line for another two carloads of Wurlitzers while "Mike" Hammergren, Al Roberts, Al Goldberg, Bill Bye and "Chick" Roberts look on.



John Whitehair (left), Jimmie Alderson, Henry Windt, the owner, Lloyd Alderson, Miss Peggy Lee, and Bob Griffin are six of the reasons for the success of the Hoosier-Simplex Music Company, Wurlitzer operators in Indianapolis who express the belief that this year's business will exceed any in their history.



"Record-Time Is a Record-Breaker," says Art Garvey (left), assistant sales manager, Bally Mfg. Company, as he demonstrates 4-multiple 1-or-5-ball free play game to Al Sebring of Grand National Sales Company, Chicago.



Gus F. Erickson, Packard "Idea Man"

Idea Man Important to Packard Engineering Staff

INDIANAPOLIS—Though they may not have known it, operators the world over have benefited from improvements in coin-operated devices which began as "ideas" in the mind of Gus F. Erickson, present member of the engineering staff of Packard Manufacturing Corporation. The results of his work, embodied in thousands of instruments, have had a direct result in stepping up operators' daily collections.

First as superintendent of the machine shop for Western Electric Piano Company of Chicago, then as experimental engineer with J. P. Seeburg Corporation, Erickson gained further insight into the industry's problems in the engineering and production departments of Western Products Corporation. He operated his own experimental laboratories and engineering organization for several years before joining the Packard staff, where he played a large part in perfecting "Heads-Up" Selectors, and is now at work developing other factors in coin-operated music equipment. ♦

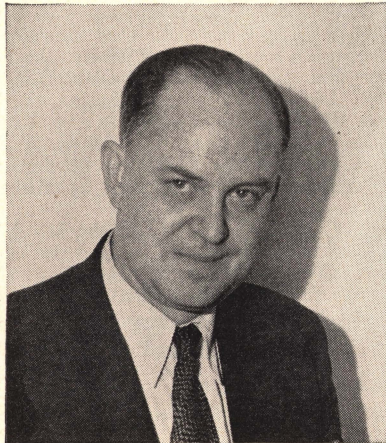
Time Capsule Preserves Bands

HOLLYWOOD—Expecting that the "great American public" of the year 2000 will be curious about the dance music of the 1930's, a time capsule of recorded music was buried here, September 25, on the occasion of the dedication of the film colony's new million dollar Palladium Ballroom, to be opened this month by Tommy Dorsey. Works by Whiteman and Beiderbecke, Benny Goodman's "Sing, Sing Sing," Tommy Dorsey's "Marie," Artie Shaw's "Begin the Beguine," and other discs by such bands as those of Hal Kemp, Larry Clinton, Glenn Miller and Duke Ellington, were included in the capsule. ♦

WARNING!

It has come to our notice that an individual who signs himself as A. W. Dixon is soliciting the coin machine trade for subscriptions to various coin publications. This party is not authorized to solicit for any coin machine publisher and in order to avoid embarrassment, as well as to protect the interests of our contemporary publishers, we want to warn all coin machine people on the Coast to refuse to do business with this party under any circumstances.

Automatic Music



Paul Lannerd, Packard Engineer

Packard Engineer Has Wealth of Experience

INDIANAPOLIS — When it comes to tough mechanical problems, Paul Lannerd, of Packard Manufacturing Corporation's engineering staff, is right "there." From research for Goodyear Tire & Rubber Company to the local consulting engineering firm of Charles Brossman, Lannerd moved to the Capehart Corporation as research engineer and service manager. Three years as chief engineer for General Industries, Inc., of Elyria, Ohio, where he produced, among other things, the well-known Packard Record Changer, were followed by four years as research engineer with the Wurlitzer Company. Early this year, capping 20 years' engineering experience, he gained his present post.

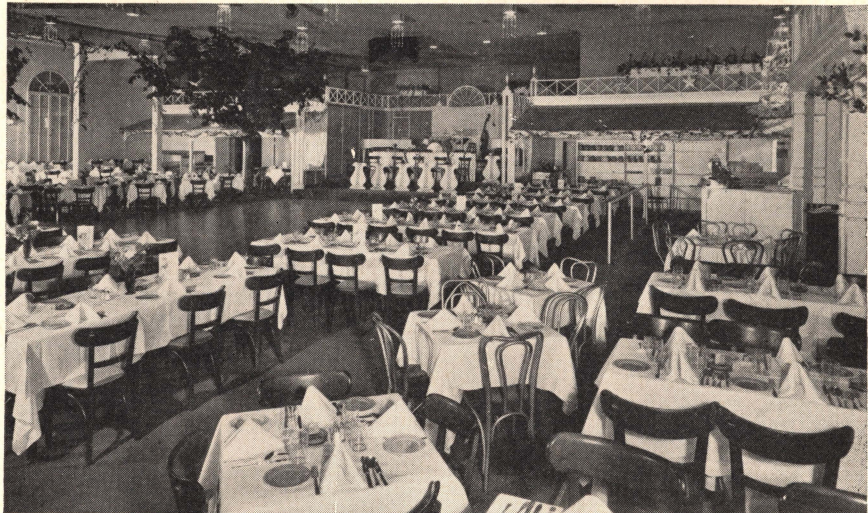
Benefitting operators, his knowledge has been translated into Packard Product No. 1, the "Heads-Up" Selector, said to be wholly free from service trouble, and he is now working on other Packard products which are being designed to save on or eliminate service costs. His wide experience with everyday mechanical problems in the coin-operated music field is being put to use through Packard products in building net receipts for operators the world over. ♦

SHEET MUSIC BEST SELLERS

I'll Never Smile Again (Sun)
When the Swallows Come Back to Capistrano (Witmark)
Blueberry Hill (Chappell)
Sierra Sue (Shapiro, Bernstein)
God Bless America (Berlin)
I'm Nobody's Baby (Feist)
The Nearness of You (Famous)
The Breeze and I (Marks)
Fools Rush In (Bregman, Vocco, Conn)
Practice Makes Perfect (BMI)

SONGS MOST PLAYED ON THE AIR

Practice Makes Perfect (BMI)
I'll Never Smile Again (Sun)
All This and Heaven Too (Remick)
When the Swallows Come Back (Witmark)
Maybe (Robbins)
I'm Nobody's Baby (Feist)
The Nearness of You (Famous)
That's for Me (Famous)
Fools Rush In (Bregman, Vocco, Conn)
Love Lies (Feist)



It's all yours for the evening—the super-super Colonial Dining Room of the smart Wilshire Bowl, set aside for the 1940 Western States Coin Machine Convention Ball and Banquet, Wednesday, November 20th. Phil Harris, noted for his playing to Jack "Jello-again" Benny, Mary Livingston and Rochester, will set your feet moving, the food will be superb, the floor show without precedent, and MBS will broadcast 30 minutes of the program from coast-to-coast.

'Maybe' Becomes Singing Waiters' Theme

NEW YORK—Since the appearance of automatic phonographs, singing waiters have become the "forgotten men" of show business, according to Ed Delaney, business manager of the Entertaining Waiters Association. Nonetheless some of "the boys" still get around, and according to Delaney's announcement their organization has officially adopted the current song hit, "Maybe," as its anthem.

The signal honor was given the song in recognition of its potent tip-drawing-power, during the past two decades. Although it appeared for the first time on the Hit Parade only recently, it has been known among singing waiters as the "buck song" ever since 1923 when its writers, Frank Madden and Allan Flynn, introduced it at Elkin's Cafe on Fordham Road, New York. During prohibition days it was always good for dollar tips, Delaney recalls, and it still gets top money, even though it comes in quarters and dimes, today.

Curiously, Madden and Flynn were unable to get the song published in the early days, and they distributed mimeographed copies to singing waiters around New York. By 1932 its words and music were known to taproom and cafe patrons from coast-to-coast.

Robbins Music Corporation, which finally published it, estimates that recordings of "Maybe" are in more than 250,000 phonographs throughout the country. Dick Robertson's tenor version was the only one available until two months ago, but now recordings have been cut by Kate Smith, The Ink Spots, Sammy Kaye, Gene Krupa, Ray Noble, Dinah Shore, Harry James, Bobby Byrne, and Bob Chester.

Sheet music sales have totaled more than 40,000 copies during the past four weeks, and it is estimated that the 200,000 mark will be reached by November 1, possibly 300,000 by January. ♦

Fine Response Given On King of Melody

LOS ANGELES—With 40 units in operation and new applications coming in faster than they can be handled, Boulton & Luke Company, exclusive distributors for the King of Melody wired music system, report a "remarkable response to advertising in the September COIN MACHINE REVIEW, with replies coming in from all over the United States."

Beginning with the intention of serving only as distributors, and installing equipment in locations only as a means of demonstration, Boulton & Luke nonetheless point to the effectiveness of the equipment as demonstrated in the fact that since the first installation they have not lost a location save for one which they themselves removed as an accommodation to another concern. Their own operation will be discontinued, it is said, as soon as adequate demonstration setups have been provided for.

The first King of Melody machine went into operation May 13. The second, one of 20, on July 13.

Built with distinctive and beautiful cabinets, Boulton & Luke's system provides also for wired music with bar and wall boxes, and permits installations in present phonographs. ♦

Baby Boy Arrives At Crowley Home

HOLLYWOOD—It's a bouncing eight pound five and a half ounce boy at the home of Mr. and Mrs. Paul Crowley.

Christened Ernest the baby was born to the happy pair at the St. Francis hospital in San Francisco on October 4th.

Daddy is connected with Columbia Recording Corporation's Hollywood office and has been in the record business for more than fourteen years. ♦

K. C. Op Has Ideal Record System

KANSAS CITY, MO. (RC)—One of the most interesting inventories of locations and equipment that has come to light in this section was revealed recently at an association meeting. This operator divides his equipment into four classifications: A, B, C, and D. "A" classification is automatic music; "B" is tables; "C" is merchandisers; and "D" is miscellaneous, such as scales, grip testers, etc.

These letters are used because every piece of equipment the operator owns bears a steel tag with the classification and number on it. The reason for this is to systematize the equipment and locations into a dovetailed combination of two files. The first of these files contains an alphabetical list of locations on a 5" by 6" cardboard. The second is a file using the same size cards arranged according to serial number. Thus, there are four sections in the above, A, B, C, and D.

On the machine card are noted such items as when the machine was purchased, what machine was replaced or traded-in, (which is always the machine which bore the same serial number before) a list of locations the machine has been on, for how long, and approximate use. What repairs have been made, when it was last inspected, and where it is at the present time.

This last point dovetailed over into the location card file and makes each individual machine easy to locate at a moment's notice. This card file also contains the results of surveys which the operator makes regularly every three months. These surveys are made for the sole purpose of supplying the information which this location card asks, such as: What other classifications of equipment could this location profitably use, what have been tried in the past and by whom, what does the location think of additional machines in his quarters, and how old should the equipment used here be?

This operator goes on the assumption that 80 per cent of his locations can use music, 80 per cent can use tables, 90 per cent can use merchandisers, and 50 per cent can use miscellaneous equipment. He uses these two card indexes to help him maintain this balance. He also keeps a "prospective location" book of points in his district which he believes would make good locations for him. He spends two weeks out of every three months attempting to get these locations and conducting his location surveys.

He sets aside 40 per cent of his gross income for renewing equipment and the purchase of new machines. He tries to increase his locations and equipment by at least 15 per cent every twelve months. Operators who work for him receive half their income in salary and half in commissions, and they are now making on an average of 50 per cent more than when he paid them on a straight salary basis, but his profits have also increased accordingly.

Through the establishment of his location file he has a complete record of how each of his locations has reacted to each different type of equipment, what they like in music, confections, novelty tables, etc. When he buys a new type of equipment he can go through his file and immediately choose the best places for it to make its initial appearance.

He credits this system with keeping all information about his business at his finger tips; it not only automatically shifts the equipment around in its age and replacement cycle, but is a continuous test of all locations; it is a perpetual inventory of equipment and the pulse of his business. In his opinion it does the work of two additional employees.

Although the above outlined inventory system was not featured on the program of the Coin Machine Operators' Association of Kansas City, it was explained in one of the little informal get-togethers, which are always common to meetings of this sort. And, according to Association President, Carl Hoelzel, it is these little group talks both before and after the regular meetings which emphasize the importance of operators meeting regularly to discuss their mutual problems.

Johnston Makes Phonette Installation

Jack Johnston of Long Beach, California, recently made an installation of Phonettes, the new "multiplied income" individualized music system, reports a take of \$11.72 from 5 Phonettes during the first week in a local malt shop. Now that the fleet's in, Jack says he'll probably have to empty the coin boxes twice a week. Other Phonette locations report similar takes.

The Phonette has been designed from the operator's viewpoint; simple to service, its coin box holds up to \$7.00. Detailed information can be secured from the Phonette Company of America, 6608 Santa Monica Boulevard, Los Angeles.

Glenn Miller Discs Top Best-Sellers

NEW YORK—Glenn Miller's outfit really knows the answers when it comes to making phonograph records which sell from the word "go," according to a recent Victor-Bluebird checkup.

Data indicates that, competing with the bands of Shep Fields, Erskine Hawkins, Coleman Hawkins, Red Nichols, Artie Shaw, Bob Chester, Ozzie Nelson, Dinah Shore, Dick Todd, Wingy Manone, Earl Hines, Blue Barron, Charlie Barnet, Fats Waller, Gray Gordon, Les Brown and others, the first ten places on Bluebird's 1939 best-seller list were filled by Miller discs.

Miller's "jump" side of "In the Mood," Joe Garland's composition, headed the entire list, followed by his recording of "Sunrise Serenade" which had as a backing the Miller theme, "Moonlight Serenade."

Rock-Ola Music at World's Highest Bridge

CANON CITY, Colo.—To Morgan Ireland, operator with headquarters here, belongs the distinction of being one of the most unusual music locations on record.

One of his Rock-Ola phonographs plays for the many thousands of tourists who annually visit Royal Gorge, where the spanning bridge, a quarter-mile-high, is the world's highest. Trains, traveling through the bottom of the canyon, stop for ten minutes so that tourists may be lifted to the top by a specially-built elevator to view this natural phenomenon.

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COIN
MACHINE
REVIEW

OPERATORS

INSIST ON AN
AUTOMATIC PHONO
NEEDLE WITH
SYMPHONIC TONE

Sample 35c



THE
ELDEN CO.
176 West
Wisconsin
Milwaukee
Wis.

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!



Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at \$2.50 daily.

HILTON HOTEL

AND AWE-INSPIRING SKY ROOM

PLAN NOW

TO ATTEND THE
WESTERN STATES COIN
MACHINE CONVENTION

★
LOS ANGELES BILTMORE

NOV. 18-19-20

The Biggest Show
Ever Staged in the West

DON'T MISS IT!

Word Magic

BUILDS SALES

• •

Have you ever stopped to analyze your approach when soliciting new locations? Your first ten words mean more than your next thousand. Read this informative article by Elmer Wheeler, the "million dollar a year authority on sentences that sell." Then spend some time preparing your own approach. You'll find it pays handsome dividends.

• •

The question "How would you like to cut your shaving time in half?" may have made you buy Barbasol shaving cream. In one store at least sales of the preparation tripled as clerks used the simple sentence. It's the sort of phrasing that some people have called "word magic," and if it hasn't been used on you by someone selling Barbasol, you may be sure that sometime in your own buying experience you've been subjected to it and probably, all unknowing, you've bought something you hadn't even known you wanted.

The man who devised the method of having clerks use the right word in the right way at the right time, objects to having the term "magic" applied to his system. He says it's just a matter of common sense. He's probably right, and in that event the mystery is one of why it hasn't been thought of sooner. In your own buying the attitude of the chap who waits on you will produce one of three effects: You'll feel that he's helpful (and in that case you'll buy, perhaps more than you had planned), you'll feel he's indifferent, and that makes you feel indifferent (you may buy, and you may not, and in any event you won't buy much) or you'll feel he doesn't like you, the weather, the merchandise, and the business of selling, in which case you'll be thoroughly disgusted (and you'll do your buying elsewhere).

Elmer Wheeler, onetime advertising space salesman for the Baltimore American and now president of Tested Selling Institute, is the man responsible for the new psychology of selling which makes obsolete any but the first type described above. A Baltimore store owner complained that while his ads pulled crowds into his store, people didn't buy enough when they got there. Wheeler went behind the counters, listened, watched, and soon discovered that clerks were haphazard and mechanical in word and action. He determined to teach them a right way of selling each article, a way based on determining each customer's needs and applying showmanship, which consisted of finding the most outstanding feature of the article, the thing that would make it seem most desirable, and emphasizing that point dramatically. An eastern department store wasn't selling as many shirts of a certain quality as they felt they should be. Wheeler tested, studied, examined, listened to clerks and customers. Then he set the clerks to holding the shirts out before

women passing in the aisle. The clerk would pluck at a button and declare, "They're anchored on; they won't come off." Women bought and bought, for what woman likes buttons that come off in the laundering process?

Wheeler is fond of saying "Don't sell the steak, sell the sizzle," and throughout his work he refers to the key selling points as "sizzles." Applied to the selling of men's wear the phrase might well be "Don't sell the suit, sell the appearance." If a retailer can visualize a sizzling hot steak with its tantalizing odors, and if it makes him hungry (if it doesn't he must be not quite normal) then certainly he can visualize the effect of selling a customer in his own store the appearance a suit creates, rather than selling just the garment.

As a result of Wheeler's efforts one alert manufacturer of vacuum cleaners instructs his salesmen: "Don't sell the price tag, sell more time for leisure. Don't sell the suction, sell cleaner rugs and carpets. Don't sell the ball bearings, sell ease of operation," and therein lies Tested Selling. Good salesmanship, it is pointed out, answers the question foremost in the mind of the prospective purchaser: "What will it do for me?" To do that requires a scientific approach to the problem, according to a basic formula, and most important, knowing people and how they live.

There may be a dozen possible answers to "What will it do for me?" All these may be the "sizzles" Wheeler discusses. The scientific approach doesn't permit stopping there. It requires competitive tests in actual use to find the one point which may be dramatized most easily and with greatest effectiveness. Thus the first "Wheelerpoint."

The second Wheelerpoint, or point in the system of better selling, is: Don't write. Telegraph! Your first ten words are more important than your next ten thousand. People form snap judgments, Wheeler indicates, and therefore the "sizzle" must be presented in brief form, spoken telegraphically, or the prospect will pass by.

"Say it with flowers!" is the third point in the Wheeler formula. It's backing up the "sizzles" with showmanship. It lets the prospect see-feel-touch-handle-almost smell and taste the sales package. When advising on the sale of square clothes pins, Wheeler suggested that the clerk drop one on the counter while saying, "Madam, they won't roll when dropped!" And square clothes

pins were a crug on the market until the Wheeler technique rescued them. To date over twenty million have been sold.

Never give your prospect a choice between something and nothing. Give him always the choice between something and something. Thus is summarized the fourth Wheelerpoint, "Don't ask 'if,' ask 'which!'" Expressions of this fourth principle are characterized by such questions as "Do you like this view or that view," "Will you have white or red wine," "Will you have one egg or two eggs today?"

The fifth principle is as basic as the others. "Watch your bark." By this Wheeler means merely to avoid voice peculiarities, monotony and insincerity. As he puts it, "Be interesting to your listener."

Examples of the application, adaptations and twists of these basic points in the Wheeler formula make a genuinely interesting and swift-moving volume of Wheeler's book, "Tested Sentences That Sell." The very roots of the system are deep in human nature, and all who are interested in selling their products or themselves should not miss reading this book. The countless instances of sales problems met and their solution will delight and at the same time inform both the layman and student of salesmanship.

Over 19,000,000 people have heard these Tested Sentences. Nearly 5,000 products have been surveyed and 105,000 Tested Sentences evolved by Tested Selling Institute. Laundries, hotels, department stores, manufacturers, movers, casket-makers, mail order firms, advertising agencies, publishers, brewers, distillers, oil companies and many others have beaten a path to the door of Tested Selling to seek Wheeler's advice. If you seek a solution to your sales problem or are merely interested in human nature, by all means get a copy of "TESTED SENTENCES THAT SELL," by Elmer Wheeler, published by Prentice-Hall, Inc., 70 Fifth Avenue, New York, N. Y. (\$3.75).

Turn about is fair play! You've had Tested Selling used on you. Now how about using it yourself—on your location prospects? ♦

Simmons Named Packard's Western Regional Salesmanager

LOS ANGELES—Appointment of W. E. Simmons as western regional sales manager for the Packard Manufacturing Corporation, covering the eleven Western states, was announced by Homer E. Capehart, president of the Packard firm, located in Indianapolis, Indiana, during a four-day stay here at the close of September.

Discussing Packard products with Southern California operators, Capehart made his headquarters at the Hotel Roosevelt in Hollywood, where the sessions were well-attended, and a good time was had by all, mixed with serious business conferences in which he repeated his admonition to "Keep your eye on Packard."

Simmons, who for a number of years served as district manager for the Rudolph Wurlitzer Company in California, Arizona and Nevada, will name four district managers for Packard in the western territory, to be ready for action November 1.

"This is the territory I covered in 1928 and 1929 for the Capehart Corporation of Fort Wayne, Indiana," Simmons declares, "and I am glad of the opportunity to serve Capehart's Packard Manufacturing Corporation in the same area again." ♦

Wired Music Leadership

FIRST Wired Music accepted on Bell System!
 FIRST in Profits for Operators!
 FIRST to sign for space at the Western States Convention!

Maestro

Backed by extensive field experience . . . Years ahead in engineering and development . . . Proven economy in operation and maintenance . . . Unequaled music reproduction . . . Absolute speech fidelity . . . The most durable and beautiful cabinets ever created . . . Variable lighting effects . . . Unparalleled nationwide installation and service . . .

These are some of the features that make MAESTRO the Acknowledged Leader in Wired Music! DON'T FAIL to see it at the Western States Coin Machine Convention.

BOOTH 7 . . . Los Angeles Biltmore Hotel, November 18-19-20

RODNEY PANTAGES, INC.

6455 Sunset Boulevard, Hollywood, California

42

COIN
MACHINE
REVIEW

"Musical Menu" Helps Build Unit Play

LOS ANGELES—Just as the cafe and restaurant and night club cater to a variety of tastes and offer menus with a wide selection of foods and drinks, so music must be designed to provide an opportunity for choice, and Rodney Pantages, Inc., manufacturer of Maestro wired-music equipment, does an outstanding job of helping locations to merchandise the large assortment of tunes offered by this medium.

"Maestro Musical Menu—Your Favorite Recordings A la Carte" is the sales-suggestion patrons find in spots where Maestro has been installed. "The Maestroette suggests a few good selections for your pleasure time . . . she is waiting for your call!"

is a further inscription on the attractive cover, and a picture of the "Maestroette" herself proves an effective eye-catcher.

Inside the cover eight pages are fastened with brass paper clips so that additions may be made to the list, and records—the patron is requested to order his tunes by number—are listed under such headings as piano selections, rhumbas, torch songs, old favorites, cowboy songs, Irish songs. An alphabetical listing of popular songs makes up the bulk of the menu, and for the connoisseur of bands there are separate groupings of such favorite orchestras as those of Harry James, Count Basie, Gene Krupa, Benny Goodman, Louis Armstrong, Charlie Barnet, Cab Calloway, Duke Ellington, Freddie "Schnickelfritz" Fisher, Lionel Hampton, Woody Herman, and the hot piano of Frankie Cable.

The thing that makes this musical catalog most like a menu is the offering of a group of "blue-plate specials"—five songs of similar character which the patron may have played for a quarter by asking for—for example—the "Dude Ranch Round-up." In this instance he'll get "Leanin' on the Old Top Rail," "I'm an Old Cowhand," "Home on the Range," "Silver on the Sage" and "Ride, Tenderfoot, Ride." If his taste calls for something else, he may simply demand a "Barber Shop Quartette," a "Trip to Hawaii," the "Chili Bowl Special," "Radio Star Special," a "Lover's Delight," a "Community Sing," or the "Rug-Cutters Special."

The method of selling more than one recording at a time has proved highly effective in increasing income, even while it simplifies the problem of choosing the music. ♦

Immediate

RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

BOSTON, MASS.

Eastern Company
620 Memorial Dr., Cambridge

NEWARK, N. J.

Krich-Radisco, Inc.
422 Elizabeth Avenue

NEW YORK, N. Y.

Bruno-New York, Incorporated
460 West 34th Street

PHILADELPHIA, PA.

Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



PLAN NOW

TO ATTEND THE
WESTERN STATES COIN
MACHINE CONVENTION

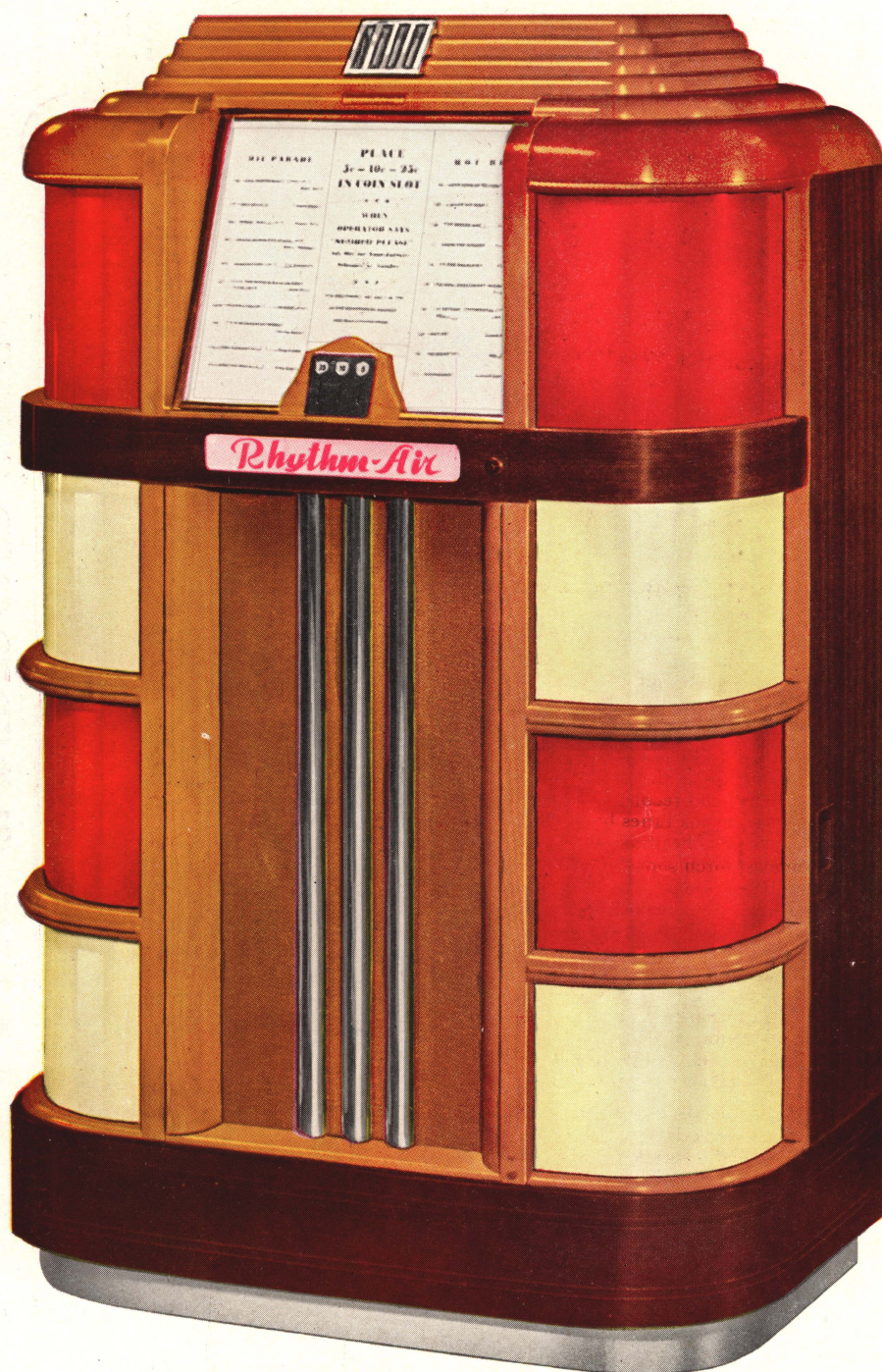
★
LOS ANGELES BILTMORE
NOV. 18-19-20

The Biggest Show
Ever Staged in the West
DON'T MISS IT!

GET A LINE ON

"Rhythm-Air"

WIRED MUSIC AT ITS BEST



Cabinets in Blond to Dark Walnut Woods • Illuminated Panels in Gorgeous Colors • Super-Sensitive Crystal Mike at Voice Level • Clear, Concert-Tone High Fidelity Speaker • Latest Type Automatic Slug Rejector and Coin Chutes
Height 56 Inches—Width 36 Inches—Depth 20 Inches—Weight 168 Pounds.

Immediate Delivery

RECORDALL SALES CORP.

2619-25 SANTA FE
LOS ANGELES, CALIF.



M. H. STEARNS
President



* Trade-Mark Reg. U. S. Pat. Off.
(CONTINUED ON NEXT PAGE)

"RHYTHM-AIR"

Cabinets in 40 Different Color
Combinations!

Gold or Silver Grill Cloth. Highly
Polished Chromium Bars, Coin Slots,
Window Trim and Mike-Grill Enhance
Beauty.

"RHYTHM-AIR"

Remote Control Wall and Counter
Boxes Available!

Program Sheet and Coin Slots Illumi-
nated with Indirect Lighting.

"RHYTHM-AIR"

Merchandises Your Music with a Live
Hostess at Each Location!

Will Triple Your Take!

"RHYTHM-AIR"

Gives Purer Record Tone—Superior
Volume, Adjustable to Any
Size Location.

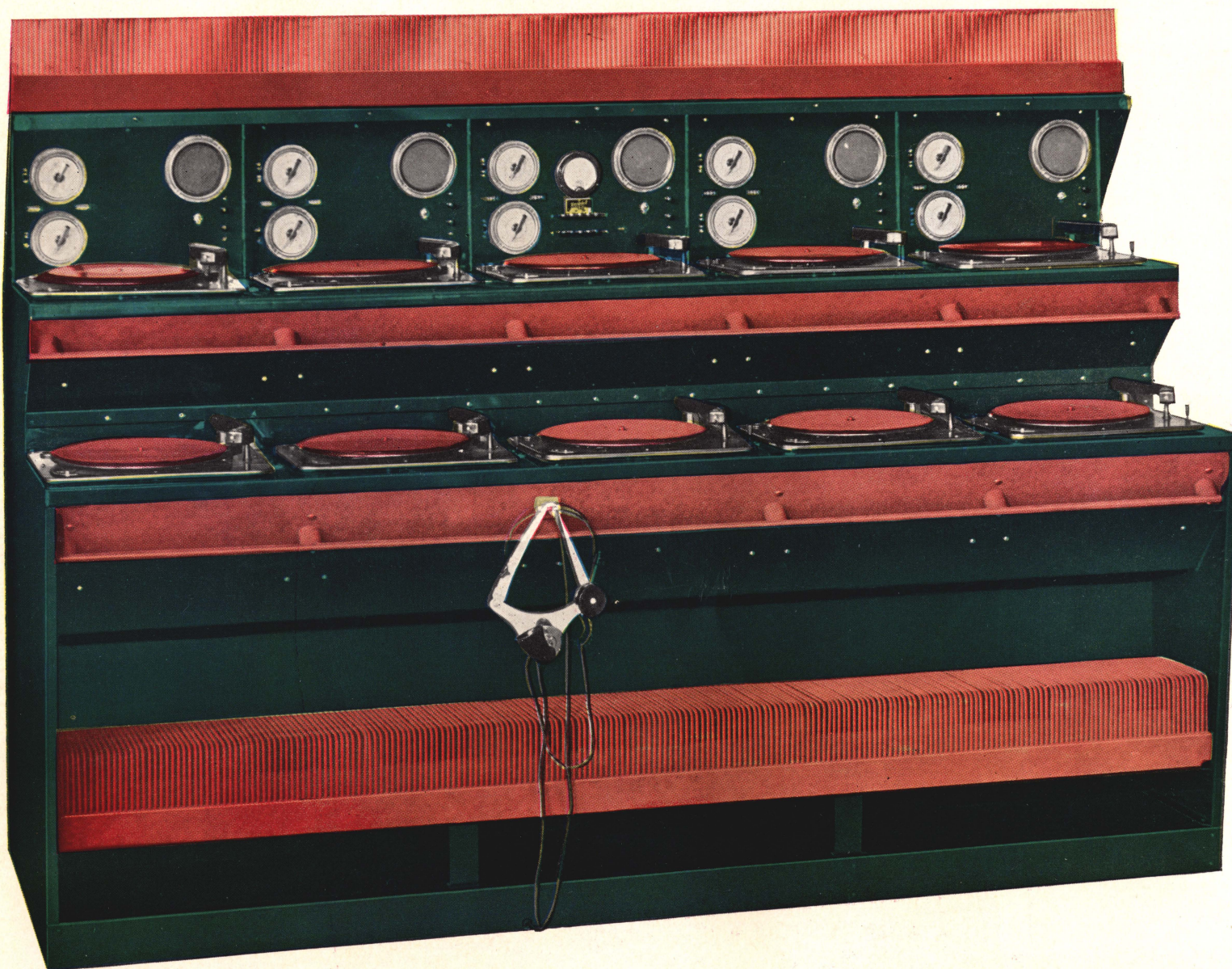
Acceptable in High-Class Locations that
Wouldn't Consider Music Boxes Before!

"RHYTHM-AIR"

Has Established Factory Back of
Every Part—Standard Manu-
facturers' Guarantee.

Simple! Easily Installed, with Low
Operating Costs.

Only Recordall's "RHYTHM-AIR" Has All These Features



A 10 Unit "RHYTHM-AIR" All-In-One Control Board • Length 6' 10"—Depth 29"—Height 60" with Record Rack

CHOICE TERRITORIES OPEN . . . WIRE, WRITE OR PHONE . . . IMMEDIATE DELIVERY

● **TWO-WAY TALK** without switching or holding key. Requests accepted while music playing. Compartments for requested records under each turntable.

● **Accurately calibrated DECIBEL METER**—avoids any chance of cross-talk into adjoining lines.

● **Recordall's patented CONVERSION UNIT** enables RHYTHM-AIR to work on any existing telephone circuit.

● **AUTOMATIC COIN INDICATOR** Shows amount deposited each play.

● **BREAST-MIKE AND HEAD-PHONE.** Standard telephone equipment. Girl's hands free to play records. Only one operator needed.

● **MONITOR LISTENER.** Checks on record play and location reaction.

● **Sealed TOTALIZER.** Fool-proof bookkeeper. Gives permanent record of "take." No chance to "knock down."

● **Upper and lower felt-lined RECORD RACKS.** Capacity 500 records—1000 selections to each 10 unit system.

● **CONTROL BOARD IN REINFORCED STEEL WITH BAKED ENAMEL FINISH**

● **Every part fully patented. Tested and proved under all operating conditions.**

**RECORDALL SALES CORPORATION 2619-25 SANTA FE AVENUE
LOS ANGELES, CALIFORNIA**

Rhythm-Air Expanding Production and Extending Sales

LOS ANGELES—With locations demanding wired music from all sections of the country and with operators endeavoring to supply these demands, the manufacturers of "Rhythm-Air" wired music equipment have found it necessary to expand production and extend sales to the north, south and east.

M. H. Stearns, president of Recordall Sales, states: "I'm satisfied that 'Rhythm-Air' remains the best wired music system on the market." He says that only the best is good enough to go into "Rhythm-Air" systems and quotes Charles L. King, a recent purchaser of "Rhythm-Air" wired music, to back him up. Says King, "My recent purchase and installation of 20-units of 'Rhythm-Air' wired music in Pasadena, California, has been a source of excellent profit and of complete satisfaction with the equipment. I couldn't have asked for any greater cooperation than that which I received from Recordall and I couldn't ask for better equipment than Rhythm-Air. I have recommended Rhythm-Air as the best from the very beginning of wired music and after purchasing, installing and operating this system I am more enthusiastic than ever about it."

Another recent purchaser of a 20-unit "Rhythm-Air" system from Stearns is A. Pizanti of Vallejo, California. Pizanti is reported as saying "he had to have the very best system on the market to overcome competition in his home town and decided on 'Rhythm-Air' after seeing them all."

Stearns points out that Recordall never foisted an experimental "guinea pig" on the market. He further states that no "Rhythm-Air" equipment has ever had to be rebuilt or changed after coming off the assembly line and out of the testing booth at the factory. He says Recordall went through a long period of experimentation and perfection before "Rhythm-Air" was put on the market, and since being on the market no least change has had to be made as the system has worked perfectly. With "Rhythm-Air" being a standardized product, every system the same, and with simultaneous two-way talk, coin signalling and music playing all, or any, at the same time over a single line, he figures the system can't be beat.

A new type, hand-set, on the order of a French phone, has been developed in the Recordall Laboratories for the girl-operator's use in the slower period of play. This new hand phone allows the girl-operator to take off the head-set and just pick up the "phone" when a coin signal comes in. It has been pronounced a "dandy" by the girls operating "Rhythm-Air" equipment as it gives their heads a rest.

A new cabinet has been carefully designed and is under construction for "Rhythm-Air" and Stearns says it passes his highest expectations. It has been in the process of "working out" for some time and incorporates the best features of all cabinets, opening from the top front for program sheet placement and at the bottom front for collections. The panels can be made any shade by simply putting in different colored bulbs. "More color, light, and beauty," was Stearns demand and he seems very enthusiastic with the results.

The new cabinet is just a "surface" change, says Stearns, and doesn't mean the equipment has been changed at all. He says "Rhythm-Air" equipment is built to last, and gives the operator a simplified set with no working part welded or wired to-

gether but connected only by cables which plug together. All parts are interchangeable and any part can be instantly removed and another plugged in place, in the event of trouble.

Stearns hints that they have a "lulu" worked out in a Remote Coin Box. He says remotes have been in process of development in the Recordall Laboratories for some time and that when Recordall puts it's remote on the market it will be a boon to the operator, a real convenience to the public, and will be perfected. When a coin is dropped in one remote another remote can't "cut-in" until the first one is thru, and when one remote box is in use the other can't get a free ride by being in contact with the girl operator on the other fellow's nickel. Instead of all the remotes, in a location opening up when a coin is dropped in one, only that one in which the coin was deposited makes contact with the girl, says Stearns, with his company's "lulu" box.

The new cabinet will be on display at the West Coast Coin Machine Show at the Biltmore in November, along with the rest of the "Rhythm-Air" wired music equipment and Mr. Stearns sends a hearty invitation to one and all to come, hear, see, and operate his equipment. "Look for us in booths 24 and 25," says Stearns, "and be prepared to see wired music at it's best." ◆

New Equipment Readied By Musical Movies

HOLLYWOOD—After many months of effort concentrated on perfecting it, Musical Movies has been placed on the market by The Musical Movies Corporation of America, headed by a group of men closely associated with the motion picture business. Heretofore unannounced—ballyhoo is claimed to have no part in Musical Movies Corporation's program—publicity on the equipment was deferred in the belief that intelligent operators would want it, but only when its operation had been tested repeatedly, proved, and found profitable.

Not developed as a flash novelty but as a sincere effort to bring to the coin operated entertainment field a new, dignified, lasting and efficient means of presenting sound film, the machine has an advertising unit worked out with care as a second source of income, providing what is said to be "an unbeatable combination" and something to think about.

No dictatorial attitude has been taken by Musical Movies Corporation as to the number of machines an operator should require. A reasonable and friendly franchise plan, according to a spokesman for the company, will enable an operator to meet the needs he himself determines.

Simplicity of operation and servicing, low maintenance cost, and a film program of entertainment value produced by the finest talent in the motion picture, radio and stage world and selected by men qualified by years of experience, are claimed.

Equipment is reported to be ready for immediate delivery. ◆

DeMille, Kozinsky Brothers Form Quality Pictures

HOLLYWOOD—A new entrant in the field of coin operated motion picture projection has appeared with formation of Quality Pictures by Cecil B. DeMille, Morris and Frank Kozinsky, and Neil McCarthy. The 1940-41 season calls for production of 96 three-minute subjects, with Herbert Moulton as producer-director.

DeMille, pioneer leader in motion pictures, noted particularly for the epic quality of his films which at present are being released through Paramount, and who is director of the nationwide Lux Theater broadcast, does not believe that the new coin operated movies will hurt or in any way compete with regular theaters. "The machines," he indicated, "will be placed in railroad stations, cocktail bars, and other public places to afford entertainment to people 'who are in a hurry'."

Morris Kozinsky, speaking on further plans, indicated that Quality Pictures will supply films to other coin operated machines, and that a separate corporation would be formed to distribute their own projection equipment. The Kozinsky brothers are long-time local operators of coin controlled devices, and lately have become interested in horse racing to the extent of developing their own stable.

McCarthy, other member of the new organization, is a well-known Los Angeles attorney and turfman. ◆

Red Seal Records OK'd For Operators

CAMDEN, N. J.—In what may be one of the most far-reaching steps of the year, RCA Victor recently announced the opening of its vast Red Seal reservoir to operators of automatic phonographs. The move was said to have been prompted by an increasing demand from operators wanting music for better-class locations.

While company spokesmen were unable to estimate how many spots would be affected, they predicted that music machines unquestionably would stimulate interest in this type of music in much the same way that they continue to boost popular sales. It is expected that ten-inch discs of light classical and dinner music will be most in demand.

Among the composers and recording artists now available—many of them for the first time—are a group of Stephen Foster ballads sung by Richard Crooks and The Balladeers; a group of Johann Strauss waltzes played by the Paramount Theatre Orchestra of London, the New Mayfair Orchestra and others; Victor Herbert selections recorded by Allan Jones, Nat Shilkret and The Troubadors; and other outstanding compositions by soloists John Charles Thomas, Jeanette MacDonald, Kenny Baker (Memories in Melody) and Allan Jones, Violinist Fritz Kreisler, the Boston "Pops" Orchestra, and Lew White, organist.

Groups classified as "dinner music," violin favorites, patriotic songs of America, barber shop harmony, and "night music" are other fields deemed likely money-makers in automatic phonographs. ◆

Mape in New Quarters

LOS ANGELES—On or after October 15, the Los Angeles office of E. T. Mape Music Company, in charge of branch manager L. B. McCreary, will be located at 1701 West Pico Street. It is claimed that the new location will provide "the most complete, modern and up-to-date showrooms and service quarters on the Pacific Coast." ◆

Selection of Records Means Careful Study of Music Market

By Robert Latimer

There are several peculiar angles to the operation of a successful route of coin phonographs; but none more unusual than the fact that the busier and more successful the op with a big string gets, the more chance he runs of losing the appeal of his music, and consequently, his profits. The explanation of this often-true case of busy ops is simple—under the stress of keeping books, making service calls, going after new locations and satisfying the old, the operator quite often “hasn’t got time” to pick his records carefully, and as result, finds profits falling off here and there until he slows down enough to go back to choosing his musical menu a bit more carefully.

will accept exactly the same type of music. However, it is safe to say that a good close scrutiny of the location will usually lead to better selection, and eventually, complete satisfaction.

Harold Parsons, of East St. Louis, Illinois, is a very good example of how an operator can spend an extra hour or two daily on this end of his business profitably. Parson’s route isn’t large—consisting of 25 Wurlitzers in average locations, most of the machines a year or more old—but they have this outstanding characteristic; each machine pulls within one dollar of the same amount of profits week after week, and will scarcely fluctuate over a year’s time. In

“sizes up” his market. If two or three evenings shows that the tavern is visited by quiet, adult customers consistently, sweet music is the thing—if with wage-earning, young customers, novelty numbers and roisterous swing will do the trick. Near a factory, for example, Parsons plugs his swing music with 15 out of 20 records, always with good results. In the center of a residential area in East St. Louis, he has a location consisting of all-sweet-music patrons. Nothing is left to guess—Parsons pencils in the type of customer who plays the machine most, watches for similar customers through the evening, and if enough materialize, sticks to that selection from then on.

“Don’t let kids mislead you, though,” Parsons warned, “Any time I see a gang of youngsters in one of my spots, playing the phonograph a dozen times, I don’t immediately figure on filling the machine with hot swing songs—remember that kids don’t get out every night, and that they are the most fickle type of market to cater to that exists in the field. Near high-schools, for example,

2 Important Announcements

1. New Location!

Visit us at our new home at
1701 West Pico Street

Without question the most
complete and best equip-
ped distributor headquart-
ers in the West.

and

2. The Most Sensational offer in Wall Box history →

E. T. MAPE MUSIC COMPANY

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COIN
MACHINE
REVIEW

Strangely enough, this is a vicious circle of no minor proportions, and almost every operator goes through it occasionally.

Why pick records at all? Because, two phonographs in stores or locations side by side can show a wide variance in profits, simply because one machine has a popular favorite of the year, and another hasn’t. Every phonograph operator in the business realizes that he depends entirely upon the popularity and general appearance of his music to pull nickels into the slot. In that sense, he is a “salesman” and his “merchandise” has got to satisfy, or he loses his “prospects.” Too many operators give 100% of their time to route management, and do not reflect sufficiently enough upon the musical bill of fare to insure its constant success, a general consensus of middle western ops brought out, and in every case, it’s the man who makes a thorough study of records in relation to the locations he serves that counts on a steady income from each machine.

How should the operator choose his records? There is no concrete answer to that question, inasmuch as no two locations

servicing his machines, Parsons is guided in every case by a page in a special notebook which lists every asset of the location in relation with the type of music it will prefer. No matter what the popularity of a new number may be elsewhere, it doesn’t get onto Parson’s phonographs unless it has first been added to the page for each location. He has been following this policy religiously for several years, and although in some widely-spaced occasions it has lost him a few potential dollars, in the long run it pays 100% results.

Parson’s method is simply this—after he once gets a location, he puts the first week’s records on merely as a “feeler”, choosing good numbers which are getting heavy play in general. Backing up this “backbone music” is a group of sweet items, and a number of hot swing pieces, contrasted deliberately as an experiment.

Then, during the first week, Parsons spends an hour or so each evening in the location; if a tavern, having a beer, or sandwich, and watching the trade. Although he doesn’t mention it, Parsons qualifies as something of a psychologist in the way he

I usually make sure that the evening trade is fairly consistent before I give the machine too much young-slanted music.”

All Parson’s locations would be termed “average” anywhere in the nation—small taverns, clubs, bars and stores. Yet, reading through his list, no two appear the same. One, typically, lists Horace Heidt’s sweet swing a dozen times, as experience has shown that this type sells best with the patronage there.

In buying records, Parsons listens to it carefully, thumbing through his lists slowly, and marking down the points of the song in relation to the locations at his fingertips. Most records are checked several times against this list before purchasing—but, when they do go on the book, Parsons can be sure that he is giving every location absolutely the type of music it demands. ♦

The friend asked the Scotchman, “Hmm, so your wife is thirty years old tomorrow? How many candles will she have on her birthday cake?” To which the Scot belatedly, “Mon, what birthday cake?”

It's Here—**READY** for delivery to **YOU!**

Pull in **BIGGER RETURNS** by converting your
16—20—or 24 record phonographs
INTO REMOTE CONTROL EQUIPMENT
with the **NEW**

Seeburg

WIRELESS Remote Control Wallomatic
and—

FOR LOWEST COST—
FOR LESS PRODUCTIVE SPOTS—

we will have for delivery within two weeks new **WIRED**
Selective Wall Boxes for 16, 20, or 24 record phono-
graphs—**AT A PRICE 40 TO 50% LOWER THAN OTHER**
COMPETITIVE WIRED WALL BOXES!

Believe It or Not

\$14⁵⁰

READY FOR DELIVERY WITHIN TWO WEEKS

See us **TODAY!**



E. T. Mape Music Co.

(DRexel 2341)

**1701 West Pico Street
LOS ANGELES, CALIFORNIA**

**284 Turk Street
SAN FRANCISCO, CALIFORNIA**

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COIN
MACHINE
REVIEW

Band Tie-Ins Bring Bigger Music Play

BUFFALO, N. Y.—Notified regularly in advance of ace band bookings in their vicinity, Wurlitzer music merchants now are being supplied free stickers for display on the visible record-changer windows in locations, plugging the current engagement and inviting patrons to listen to the recordings of the orchestra appearing locally. Operating as a nationwide plan, the publicity obviously increases public interest in the band's appearance, and is said to enable Wurlitzer operators to cash in on rocketing play appeal.

James Noonan, owner of the Noonan Amusement Company, Bronx, N. Y., expresses a typical comment on livelier location play, reflected not only during the band's appearance but for weeks afterward: "This co-operative sticker program seems to serve everybody equally well. the band leaders get real publicity; the theaters get more box office; and we get heavier cash boxes. That's quite a combination."

"Ed" Grohowski of the Jolly Music Company, Detroit, asserted: "Those Sammy Kaye stickers proved to be a real hypo, for the playmeters on my machines did some fancy twirling while the sticker tie-up was ripe. Thanks."

From Jack Cohn, Cleveland: "Many thanks for the stickers you sent us on Orrin Tucker's stand here. We had one on every phonograph and our routemen came back with glowing reports—plus proof to back them up."

George Young, Selma, Calif., declared: "During several weeks after, as well as the same week of Phil Harris' appearance here,



Leader of one of the top-flight bands whose appearances have been heralded by tie-in stickers on Wurlitzer phonographs, Frankie Masters listens with Marion Francis, his songstress, to a Wurlitzer playing their music.

our average receipts soared 60%. Will certainly order more stickers whenever we have the chance to get in on more band appearances." ♦

"Joe fixed up a blind date for me last night."

"Your pal, Joe?"

"No, my former pal, Joe."

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MACHINE
REVIEW



Welcomes
INQUIRIES
FROM
MUSIC
MERCHANTS

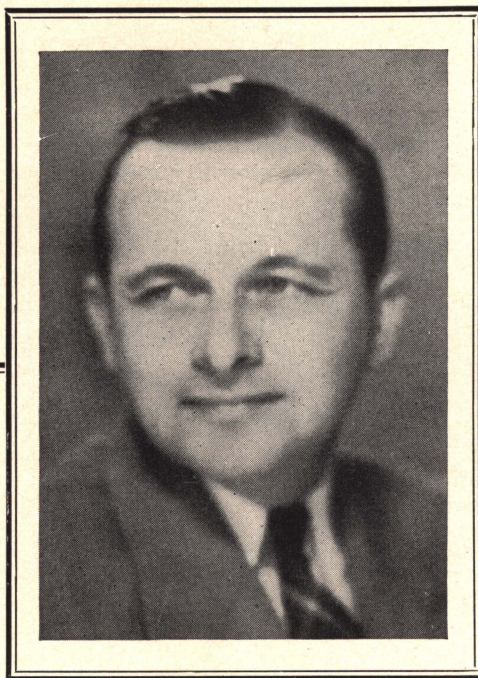
W. A. (Bill) BYE

WURLITZER DISTRICT MANAGER
FOR CALIFORNIA, NEVADA, ARIZONA, HAWAII

1157 Post Street
San Francisco, California

1348 Venice Blvd.
Los Angeles, California

**Representing
Territory of
Washington Oregon
California
Nevada**



**Montana
New Mexico Utah
Wyoming
Arizona Colorado
Idaho**

The Parade Has Only Started!

YES, SIR! The Parade of Packard Products . . . designed to substantially increase the operator's income . . . has only started.

In the months ahead Packard will introduce several new startling devices that will establish a new measure of value in coin-operated amusement equipment. Under the capable direction of Homer E. Capehart, the huge Packard factory in Indianapolis, Indiana, is working at top speed to take care of the demand for the Model 24, 600 and 616 HEADS-UP SELECTORS, and

Product No. 2

THE PACKARD *Music Selector—Wall and Bar Boxes*

Wise operators will keep abreast of activities at Packard's . . . for Packard in 1940 and 1941 will give you equipment that will bring consistent returns at prices you can well afford to pay.

ATTENTION • DISTRIBUTORS

A limited number of distributorships in various parts of the eleven Western States are available to responsible parties. Write for complete information today.

W. E. SIMMONS

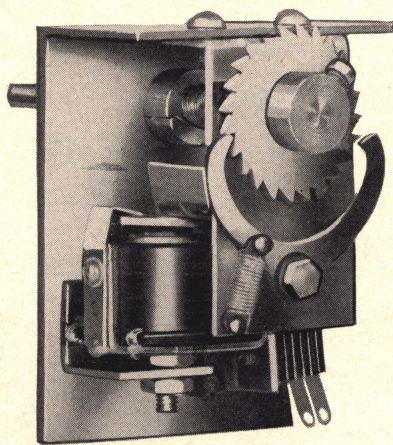
Regional Sales Manager for Eleven Western States

1025 N. Highland Avenue

GRanite 4148

Hollywood, California

WIRED MUSIC



Coin Counting Relay

Advance has designed special Relay Equipment for the latest in the Automatic Phonograph Industry—

WIRED MUSIC

As the first Relay Manufacturer to enter this field, we have had the experience and engineering facilities to design equipment that has been thoroughly tested and of proven dependability.

Let us quote you on your requirements.

WRITE FOR BULLETIN C-1 TODAY!

ADVANCE ELECTRIC CO.

1260 West 2nd Street
LOS ANGELES, CALIF.

Los Angeles

**WE'RE FINE, HOW'RE YOU? . . .
SIMMONS TURNS JOURNALIST . . .
ORCHIDS TO SHOW-BOOSTERS . . .
ALL ABOUT THE OSBORNS . VISITORS**

By THE LAMPLIGHTER

LOS ANGELES—There's nothing like a good steady job for letting a fellow get rested from his vacation. We've had ours, and Mr. Big, who does his best for you in telling what's going on in the trade is back from—as rumored—Alaska and relaxing by making the copy fly in a swift, smooth movement of getting out this issue; in the meantime, sort of like a chaser, he's filling a bit of his spare time signing exhibitors right and left for the Western States Convention next month, trying to wedge in more display area at the Biltmore, and auditioning talent for the super-super revue for the Ball and Banquet at the Wilshire Bowl. Now there's a job we've always envied. How long does it take to learn to be a flesh buyer, Boss, and how can we get a job like that?



The Lamplighter

Incidentally, you should drop into his office or get him aside somewhere and ask the chief about the totem poles, catching salmon with his hands, and the residents in the hotels in Ketchikan. THAT'S really something, too!

Bill Simmons of Alpha Distributing Company, is nothing if not on his toes. While we were away he took the assignment of watching the goings-on and his notes are stuffed full of interesting dope about what's doing with Packard Manufacturing Corporation Products 1 and 2. We admire his spirit and give him our hearty thanks for his assiduousness (if you don't know what that means you can look it up in that new Webster you're going to get free—see the announcement in this issue—from THE REVIEW) in preparing copy, but we think you know a lot about Packard so we'll not

say much about it, except that the local firm he represents sold a thousand Packard Music Selectors the first day they were shown—September 30, at the Hollywood Roosevelt Hotel. Simmons, who is western regional sales manager for the Capehart firm, left town October 8 for Indianapolis where he will attend a national sales meeting held by Homer E. Capehart, Packard president, October 10 to 13.

Capehart, incidentally, still going strong for Wendell Wilkie, made his first visit here in several years, last month, setting up an ample supply—and you know what a lot that would be—for the throng of operators who wanted to hear about the firm's products for this winter.

B. W. Fry, president of National Vendors, Inc., St. Louis, spent ten days in Los Angeles during September, combining business and pleasure. While here he checked over plans for the Western States Coin Machine Convention and heartily approved the preparations underway.

Fred McKee, International Mutoscope Reel representative, spent two or three weeks in bed at his home in Glendale, recovering from a severe cold. Mac Mohr didn't do so well, either. He underwent a posterior operation and for a number of days took his meals at the mantle, just as though he were an amateur horseman.

This month's *Cattleya* (orchid, to you) is split up between Art Dawes of San Diego,

who has been doing valorous service in the cause of the Western States Coin Machine Convention in building up such enthusiasm that a drove of operators from the border-region have announced plans to attend; Johnny Wynn of Long Beach, who is back from a trip through the northern states where he plugged the affair; and E. C. McNeil, who left early in October for a trip through Utah on behalf of National Vendors and the Convention, taking a sheaf of literature about the event to scatter along the way.

Call him Weinberg and you'll be talking to Mac Mohr's new man, who'll be seeing you—if you live in Oregon, Idaho, Washington or Montana—about Daval products.

Harry Schifren, factory representative for Baker Novelty Company of Chicago, popped down from his headquarters in San Francisco to savor the local climate and write some business.

Ed Mape of E. T. Mape Music Company, was another chap down from San Francisco. He came in with the new wall boxes manufactured by Seeburg in Chicago, and announced plans for a change in the Los Angeles office address.

The Mills-Roosevelt party claimed the attention of virtually everybody in Hollywood and a lot of others who think Hollywood is a good place to visit. Free sandwiches and all they could drink added to the uproar of enthusiasm for the new dime-operated flicker device.

R. Q. Kramer, formerly Rocky Mountain region district manager for the Rudolph Wurlitzer Company, has succumbed to the Los Angeles Chamber of Commerce enthusiasm and has bought a home here where he and Mrs. Kramer propose to "live happily ever after."

People name of Osborn make news this month. Angeleno A. D. Osborn is going to display some of his cherished old-time music devices at the Convention. D. H. Osborn has discontinued his Wurlitzer distributorship in Denver to take over Packard products covering central and northern California, and Dwight Osborn of Los Angeles' Osborn Music Company, former Wurlitzer distributor, has likewise gone for Packard and spent several days at the plant in Indianapolis, recently.

Other-things-we-never-knew-till-Simmons-told-us: M. D. Close of the Close Novelty Company, Provo, Utah, was a visitor here the week of September 23. Tony Capers has opened a new store in Oakland where he continues as one of the distributing fraternity. Clayton Ballard, special representative for Alpha Distributing Company, Hollywood, has just completed a swing through the Pacific Northwest and reports business excellent on Packard Selectors for Wurlitzer Models 616, 24 and 600. Frank Navarro, distributor in Mexico, with offices here and in El Paso, Texas, has been named distributor for Packard Selectors for Mexico, and has made large shipments of 616 Selectors the past month for his trade south of the border.

See you in person next month. ♦

"Young lady, did you take a swim this morning?"

"No. Why, is there one missing?"

"You didn't know who I was this morning, did you?"

"No, who were you?"

"My wife makes things worse than they are."

"Ah, a pessimist?"

"No, she's a cook."

**Cabinets Refinished
for Wired Music . . . \$3.00 UP**

**Marbl-Glo
Finishing \$1.50 UP**

**SCRATCHES AND MARS
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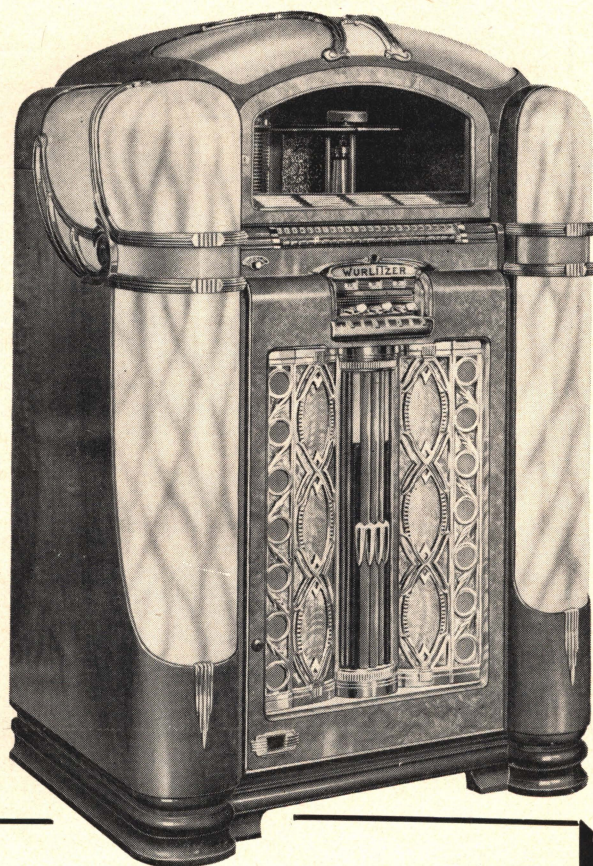
PUT YOUR SERVICE PROBLEMS UP TO US

It's as simple for you as A B C to solve your service problems. Just put them up to us.

We make a specialty of high speed service to California Music Merchants.

Next time you need parts, repairs or any assistance that we can render, call our nearest office.

You'll find our service a happy combination of speed and experience that spells uninterrupted profits for you.



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REVIEW

CALIFORNIA SIMPLEX DISTRIBUTING CO.

DISTRIBUTORS FOR **WURLITZER** AUTOMATIC PHONOGRAPHS

SAN FRANCISCO

LOS ANGELES

Here's Actual Proof of How You Can THE BUCKLEY

Read What Operators Themselves Say About Buckley:

L. B. WEBB, SAYS:

"The Buckley Wall Boxes that you have sold me in the past few months have put my operation on a very secure and profitable basis. My customers seem to be more than pleased with the tremendous increase in play that the Buckley Boxes have made possible. I believe that the phonographs are on their way out, for I have found it very difficult to secure and satisfy a good location with a single phonograph. I feel it is very bad business to try to hold down a location with a straight phonograph, especially when you can place Buckley Boxes on locations and increase your play from 300 to 600 per cent with no service calls to worry about." Signed—L. B. Webb, Los Angeles.

JIMMIE ALLE SAYS:

"It was indeed a lucky day for me when you sold me my first Buckley Wall Box installation. In the past six months you have sold me over one thousand boxes, and these boxes have increased the profits on my routes beyond my wildest dreams. Although I operate other type boxes, I prefer Buckley Wall Boxes because they have proven themselves to be trouble free and a greater money-maker than any other box with which I have ever had any experience. Strange as it may seem, with one thousand boxes in operation, I very seldom ever have a service call." Signed—Jimmie Alle, Los Angeles.

JOHN W. WELCH SAYS:

"I wish to thank you for your fine Buckley Music System just installed in one of my locations known as The Cupboard. This spot has never grossed over twenty dollars a week and in the last two weeks since your system was finished this spot has done between forty and forty-five per week. I operate nearly three hundred automatic phonographs and I believe I should know when I have a good thing so do not hesitate to recommend the Buckley Wall Boxes to any operator. I am arranging my routes to cover about twenty spots with your system as soon as possible." Signed—John W. Welch.

FRANK ROBINSON SAYS:

"In all my years experience in the coin machine industry, I have never operated an article that has given me so little trouble and made so much money as the Buckley Wall Boxes. I find Buckley Wall Boxes far superior to any other type box. They have proven to have a greater earning power than any other box I operate or have investigated. We now have in operation, as you probably know, 20 satisfied Buckley Locations. A number of these locations were originally \$5.00 spots and are now \$25.00, and they are really contented. It is indeed a pleasure to check a location where you have increased their profits 500 per cent. The only complaint that I have is that all my accounts want Buckley Boxes, and I can't cover them fast enough. I can assure you that you have one satisfied customer." Signed—Frank Robinson, Los Angeles.

MEL BAER SAYS:

"It took me some time to finally make up my mind of the advantage of Wall Box Systems. But after installing my first two Buckley Systems I did not hesitate about furnishing eight more of my average locations with these Buckley Wall Box Systems. The revenue is very gratifying. I have not only satisfied myself, but the tavern owners tell me that it is a great accommodation for their customers to be sitting in their booth or at the stools along the counter, and have a selection of music brought right to where they are sitting. I do not hesitate to recommend Buckley Wall Boxes to any of my friends in the music business, and my service calls have been practically nil." Signed—Mel Baer, Oakland.

Average Complete MAY BE USED WITH

After all—the proof of the pudding when it comes to music profits depends on what the operator and tavern owner have to say! The panel at the left reproduces a few typical comments by operators who are boosting their business with Buckley.

Behind Buckley Wall Boxes is a proved record of successful, trouble-free service for more than two years. In nearly all types of spots, Buckley Boxes have demonstrated their dependability, moderate cost of installation, simplicity of operation, freedom from service calls.

And remember this—when you install Buckley Wall Boxes in your location, you have made a PERMANENT installation, and you can make this installation with your old PAID-FOR equipment! From then on, you do not need to buy new phonographs, year after year, and therefore, you do not need to suffer the substantial loss incurred in depreciation of new equipment.

Your present phonograph equipment, regardless of make, model or age, can be converted into Buckley Systems. For example, 2 paid-for 12-record phonographs may be made into a modern 24-record Buckley, or, a 20-record phonograph may be converted into a 20-record Buckley installation. And the average complete installation costs no more than a single new phonograph.

Why not investigate Buckley Wall Boxes today? Find out for yourself how you can double and triple revenue in your present locations and do away with phonograph replacement that eats up a good share of your yearly profit.

WILLIAM Distributor for Calif.,

SAN FRANCISCO

WILLIAM CORCORAN

927 Larkin Street

Phone GR 7878

LOS ANGELES

GENERAL MUSIC CO.

Bud Parr, Manager

2277 W. Pico Blvd.

Phone DRexel 7341

Double and Triple Revenue with **MUSIC SYSTEM**

Installation Costs No More Than a New Phonograph
ANY MAKE OR MODEL—REGARDLESS OF AGE

What the Proprietor of a Small Lunch Counter Has to Say About Buckley

Baer Music Company
Jobbers of Buckley Music Systems
850 East 14th Street
Oakland, California.

Gentlemen:—I wish to thank you for the increased revenue I have been receiving from the Buckley Music System, which you have installed in my Cafe a few months ago.

On the Counter Model Phonograph which we had here, the average gross was \$5.00 a week, now we are averaging better than \$25.00 a week, and service calls are nil.

My patrons are very pleased with the accommodation of being able to play music wherever they are seated. It is remarkable the improvement that has come over the old phonograph.

In closing I wish to say you boys of the Baer Music Company are sure on your toes in having the opportunity to handle such a good product as the Buckley Music System. Yours truly,"—Signed—Arthur Pirro.

JOBBER FRANCHISES AVAILABLE

Several choice Pacific Coast territories open.
Address William Corcoran, 927 Larkin Street,
San Francisco, for full information.

CORCORAN

Ore., Wash., Ariz., Nev.

FRESNO

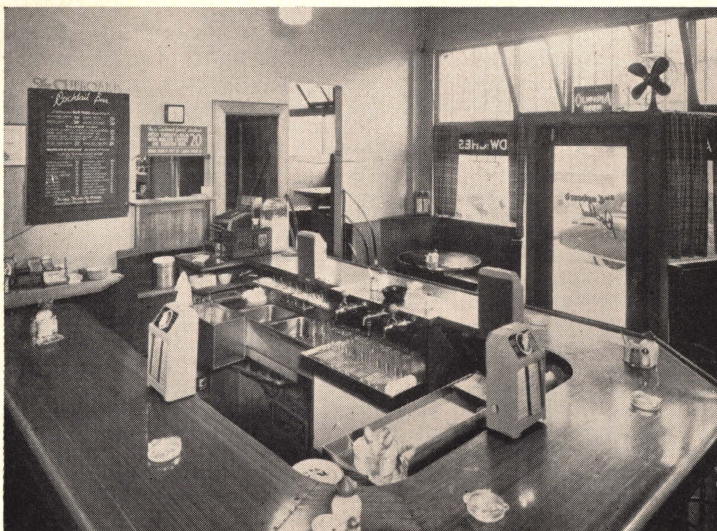
WILLIAM CORCORAN
Joe Baker, Manager
154 North First St.
Phone FRESno 4-3949

PORTLAND

WILLIAM CORCORAN
A. V. Stemler, Branch Mgr.
807 S. W. 16th Ave.
Phone BE 4004



Interior of the Bridgeway Cafe, Oakland, California, a recent Buckley installation of 8 Wall Boxes.



The Cupboard Cafe, located in Portland, Oregon, showing a counter installation of Buckley Wall Boxes.

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REVIEW

Corcoran Adds Fresno Branch, Continuing Rapid Growth

SAN FRANCISCO—When Bill Corcoran takes hold of a product—one on which he's really sold—things begin to happen.

Last month, in these pages, Corcoran announced his appointment as Buckley Music Systems distributor for California, Oregon, Washington, Arizona and Nevada, and the opening of branches at Los Angeles and Portland. This month, indicative of his rapid progress, he opened a fourth office in Fresno, California (at 154 North First Street), to handle distribution in the San Joaquin Valley area. Main headquarters are at 927 Larkin Street, San Francisco.

Joe Baker, well known to hundreds of operators throughout Northern California, is in charge of Corcoran's new Fresno branch. Baker was a music operator for some four years and was president of the San Francisco Music Operators' Association until he resigned the post early this summer to become sales manager in the San Francisco office of the California Simplex Distributing Company.

After talking to operators throughout Northern California and securing a first-hand picture of the progress and profit-possibilities in Buckley Music Systems as compared with the use of a single phonograph in the location, Baker decided to join forces with Corcoran as branch manager at Fresno. He had been there only a week when he became responsible for seven Buckley Wall Box installations in the San Joaquin Valley. Operators of these locations report a substantial increase in revenue for the initial period of operation.

"I am highly enthusiastic over the profit-opportunities that lie in Buckley Music System installations," stated Baker. "Up until this time my experience has been confined primarily to operating, and later to selling, phonographs, but I am convinced now that alert operators can really go to town with Buckley Music Systems. Their

dependability and simplicity of operation and entire freedom from service calls make them, in my opinion, the outstanding wall box installation on the market today.

"Aside from the increased revenue," he continued, "Buckley Wall Boxes in a location makes it a permanent installation. The operator is not required to make any additional investment year after year, in a new phonograph in order to keep the location happy.

"One of the most profitable types of Buckley Wall Box installations is in the counter model spot. We have demonstrated here in the San Joaquin Valley that the replacement of a counter model with five or six Buckley Boxes frequently results in more than triple the revenue from this type of location."

In an interview given to the COIN MACHINE REVIEW, Corcoran stated that during the past month or so he has had several inquiries from operators concerning the advantages of Buckley Wall Box installations as compared to wired music.

Corcoran reports that in his experience thus far, he has been called upon in several instances to replace wired music with Buckley Wall Boxes, and states that the Buckley Music System has increased the profit considerably because of the fact that there is not the high cost of overhead in operation that exists with wired music.

"Before selling my Wurlitzer distributorship for California last May," Corcoran declared, "I spent considerable time—about six months—investigating wired music in several large metropolitan areas on the Pacific Coast. It was apparent to me at that time that the high overhead cost of operation with wired music would substantially affect net profits. In fact, I believe I can say without fear of contradiction, that 20 Buckley Wall Boxes will average considerably more profit than 20 wired mu-

sic installations in comparable locations. Operators and tavern owners who have had experience with both types of installation will, I am sure, confirm this comparison.

"Some operators are inclined to be skeptical of the revenue increases which we claim for Buckley Wall Box installations. Our suggestion to these operators has always been to make a single test installation with Buckley, then compare the revenue received with the former 'take' on the phonograph. Invariably, operators will then order, of their own accord, additional Buckley Wall Boxes for their other locations."

Corcoran stated he would maintain a booth on Buckley Music Systems at the forthcoming 1940 Western States Coin Machine Convention at the Biltmore Hotel in Los Angeles, and that he is looking forward to greeting many of his operator friends on the Pacific Coast during the convention period. ♦

Direct "Touch-to-Touch" Action Explained

CHICAGO—"The action is direct. It doesn't have to go through a spinning process of any kind dependent on the current or the wave length. It is directly wired to the action itself. As the knob is turned to the selection the player wants, the record is contacted; the moment the nickel goes into the box, that record—and no other—plays."

This is the explanation of H. R. "Perk" Perkins to the host of operators from coast to coast who, while they approve Buckley Music System, have written inquiries to learn just what Direct "Touch-to-Touch" Action is.

"It's unique, and many claim that it is actually just like a human brain at work," Perkins continued. "Someone made the statement to me a few days ago that 'It's almost human. That's why one of our ads declared 'Not 999 but 1,000 out of every 1,000 times you get the record you paid for on the Buckley Music System,' and that's the truth of it. The record must play. It is almost grafted to the dial by Direct 'Touch-to-Touch' Action."

"The best way to understand this principle is to see the Buckley Music System in operation on any location; any of our distributors will be more than happy to arrange for a showing." ♦

Blackwell Is Booster For Buckley Systems

DENVER—Jim Blackwell is known as a booster. When he finds something he likes, and knows it will prove satisfactory and helpful to others, he's wholeheartedly enthusiastic. Currently his enthusiasm is expressed to visiting operators in terms along this line: "After an operator uses one of our music systems he realizes what music earnings he has been passing up during the time he has been getting along without the music system. Many operators are inclined to doubt the statement of greatly increased earnings made possible by the installation of the Buckley Music System. Once he gets one system working for him, the operator goes to work night and day getting systems installed in all of his good locations."

A distributor for the Buckley Music System, Inc., in Colorado, Wyoming, Montana, Idaho and Utah, Blackwell is further declaring: "You don't need to take my word for this. Just ask Buckley System owners in your own locality what they think of their equipment. Buyers are my friends, and the greatest boosters for me and my product." ♦



Pictured above is the new Fresno, California branch opened by William Corcoran. Joe Baker, fourth from the left, is in charge of the office.

Record Score Sheet

KEY TO RATING
 5★ **EXTRA GOOD.** Recommended for use on any phono. Don't pass it up.
 4★ **VERY GOOD.** Universal appeal. Good entertainment for any type of spot.
 3★ **GOOD.** Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ **FAIR.** Just passable entertainment.
 1★ **WEAK SISTER.** Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
 FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 3★ 10879 Erskine Hawkins
AFTER HOURS (FT)
SONG OF THE WANDERER (FT VC)
- 2★ 10878 Golden Memory Boys
DOWN BY THE OLD MILL STREAM (V)
WHEN YOU WORE A TULIP (V)
- 4★ 10877 Mitchell Ayres
GOODNIGHT MOTHER (FT VC)
TWO DREAMS MET (FT VC)
- 3★ 10876 Glenn Miller
BEAT ME DADDY, EIGHT TO THE BAR (FT VC)
FALLING LEAVES (FT)
- 3★ 10875 Lyle "Spud" Murphy
PINETOP BREAKAWAY (FT)
SAND DUNE (FT)
- 3★ 10874 Vaughn Monroe
I HAVE A SONG (FT VC)
WHAT NOISE ANNOYS AN OYSTER (FT VC)
- 3★ 10873 Gray Gordon
I HEAR MUSIC (FT VC)
DANCING ON A DIME (FT VC)
- 4★ 10872 Yvette
WE THREE (V)
TWO DREAMS MET (V)
- 3★ 10871 Henny Youngman
GAGS AND SUPER-GAGS - PART 1
GAGS AND SUPER-GAGS - PART 2
- 3★ 10870 Earl Hines
ANN (FT V)
TOPSY-TURVY (FT V)
- 4★ 10869 Abe Lyman
SHE'LL BE COMIN' ROUND THE MOUNTAIN (FT V)
HAND ME DOWN MY WALKIN' CANE (FT V)
- 3★ 10868 Larry Clinton
DIG ME HONEY (FT)
MY BUDDY (FT)
- 3★ 10867 Charles Kama
WHISPERING PALMS (FT V)
MY LITTLE HAWAIIAN HOME (FT V)
- 3★ 10866 Vaughn Monroe
SALUD, DINERO Y AMOR (FT V)
THE DONKEY SERENADE (FT V)
- 3★ 10865 Bob Chester
OFF THE RECORD (FT)
WE THREE (FT V)
- 4★ 10864 Dorothy Lamour
I'M GETTING SENTIMENTAL OVER YOU (V)
THERE'S DANGER IN YOUR EYES, CHERIE! (V)

- 2★ 8523 Elton Britt
DARLING, WHAT DO YOU CARE (HB V)
SIERRA SUE (HB V)
- 4★ 10863 Art Hineff Threesome
MARCHE SLAV (I)
MY MAN (I)
- 4★ 10862 Charlie Barnet
THE SERGEANT WAS SHY (I)
RING DEM BELLS (I)
- 2★ 10861 (a) Dick Todd (b) Gray Gordon
YOU'VE GOT YOUR MOTHER'S BLUE EYES (V)
MOLLY MALONE (VC)
- 3★ 10860 Glenn Miller
I WOULDN'T TAKE A MILLION (FT VC)
FIFTH AVENUE (FT VC)
- 3★ 10859 Russ Columbo
ALL OF ME (V)
JUST FRIENDS (V)
- 3★ 10858 Fats Waller
SWING-A-DILLA STREET (ORGAN FT)
ORIGINAL E FLAT BLUES (FT V)
- 3★ 10857 Abe Lyman
SOME OF YOUR SWEETNESS (FT VC)
WHO DREAMED YOU UP (FT VC)
- 4★ 10856 King Sisters
FERRYBOAT SERENADE (V)
I'LL GET BY (V)
- 3★ 10855 Ziggy Elman
BYE 'N BYE (FT)
DEEP NIGHT (FT)
- 4★ 10854 Erskine Hawkins
FIVE O'CLOCK WHISTLE (FT)
SWEET GEORGIA BROWN (FT)
- 4★ 10853 Una Mae Carlisle
NOW I LAY ME DOWN TO DREAM (V)
PAPA'S IN BED WITH HIS BRITCHES ON (V)
- 3★ 10852 Floyd Campbell and his Gang Busters
BLOW MY BLUES AWAY (FT V)
WHAT YOU WANT POOR ME TO DO (FT V)
- 3★ 10851 Benny Goodman
BALLAD IN BLUE (FT)
THE DIXIELAND BAND (FT V)
- 2★ 10850 Larry Clinton
A BROWN BIRD SINGING (FT V)
DANCE OF THE CANDY FAIRY (FT)
- 3★ 10849 Bob Chester
A SONG OF OLD HAWAII (FT V)
TAKE CARE (Of You For Me) (FT V)
- 4★ 10848 Vaughn Monroe
THERE I GO (FT V)
WHATEVER HAPPENED TO YOU? (FT V)
- 3★ 10846 Charlie Barnet
PEACEFUL VALLEY (FT)
REMINISCING (FT)

24,000
16,000
8,000
4,000
2,000

Yes, even 24,000 plays are possible with one phonograph needle, but is it advisable when such a needle quickly ruins every record it plays? 2,000 plays represent \$100.00 in revenue; 24,000 plays, \$1200.00; but the surest way to get the \$100.00 or \$1200.00 the fastest and with the least expense is to use only Permo Point Needles. Is it good business to attempt saving a few cents on needle cost and lose dollars in revenue because of poor tone? Permo Point Needle performance assures the best in tone quality, record life and dependability. It's the Only needle recommended by every phonograph manufacturer. Protect your business by using only Genuine Permo Point Needles.

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COIN
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REVIEW

*Get in
the Money
with Music's Big
Money-
makers*

LEO J. MEYBERG CO.

VICTOR

RECORDS
LEADING THE "PARADE"

BLUEBIRD
 10838—Practice Makes Perfect
 Bob Chester's Orchestra
 10793—Maybe
 Dinah Shores
 10768—Blueberry Hill
 Glenn Miller Orchestra

VICTOR
 26628—I'll Never Smile Again
 Tommy Dorsey Orchestra
 26603—I'm Nobody's Baby
 Bea Wain
 26634—When the Swallows Come Back
 to Capistrano
 Larry Clinton's Orchestra

LOS ANGELES . . . 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

COLUMBIA and OKEH

Fulfill Your Every Record Requirement

On COLUMBIA and OKEH you get the top-flight artists of the day . . . KAY KYSER, BENNY GOODMAN, KATE SMITH, WILL BRADLEY, RAYMOND SCOTT, GENE KRUPA, DUKE ELLINGTON, JIMMY LUNCEFORD, BARRY WOOD, CAB CALLOWAY, TOMMY REYNOLDS, BEN BERNIE, JOE SULLIVAN, RED NICHOLS, HENRY RUSSELL, LOUISE MASSEY, and the HOOSIER HOT SHOTS . . . to mention only a few.

For your every musical requirements . . . COLUMBIA and OKEH RECORDS, needles, etc., see your nearest authorized Columbia Distributor today. You'll find him ready to be of every possible assistance.



—SAN FRANCISCO, CALIF.—

H. R. BASFORD CO.
425 Second St.

—BUFFALO, N. Y.—

W. BERGMAN CO.
Oak & Eagle Sts.

—CHARLESTON, W. VA.—

CHARLESTON ELEC. SUPPLY CO.
914 Kanawha St.

—RICHMOND, VA.—

BENJAMIN T. CRUMP CO.
1310 E. Franklin St.

—KANSAS CITY, MO.—

FEDERAL DISTRIBUTING CO.
1717 Walnut St.

—SALT LAKE CITY, UTAH—

FLINT DISTRIBUTING CO.
316 W. Second South

—ST. LOUIS, MISSOURI—

LAYER DISTRIBUTING CORP.
814 Walnut St.

—OMAHA, NEBRASKA—

MAJOR APPLIANCE CO.
2558 Farnam St.

—PHILADELPHIA, PA.—

MOTOR PARTS CO.
17th St. & Indiana Ave.

—DETROIT, MICH.—

PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.

—PROVIDENCE, R. I.—

PHILCO DISTRIBUTORS
17 Lyman St.

—LOUISVILLE, KY.—

PHILCO SALES & SERVICE, INC.
711 South First St.

—MILWAUKEE, WIS.—

RADIO SPECIALTY CO.
829 No. Broadway

—ALBANY, N. Y.—

ROSKIN BROTHERS, INC.
1078 Broadway

—CHARLOTTE, N. C.—

SOUTHERN BEARINGS & PARTS CO
315 No. College St.

—NEW ORLEANS, LA.—

SOUTHERN MUSIC SALES CO., INC.
327 Baronne St.

—DALLAS, TEXAS—

SOUTHWESTERN MUSIC CORP.
1707 Young St.

—HOUSTON, TEXAS—

SOUTHWESTERN MUSIC CORP.
1515 South Main St.

—HARTFORD, CONN.—

STERN & CO.
210 Chapel St.

—CLEVELAND, OHIO—

STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.

—MEMPHIS, TENN.—

WOODSON & BOZEMAN INC.
482 Union Ave.

—BALTIMORE, MD.—

JOS. M. ZAMOISKI CO.
110 So. Paca St.

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- 2★ 10845 Glenn Miller
THE CALL OF THE CANYON (FT V)
OUR LOVE AFFAIR (FT V)
- 4★ 10844 Wingie Manone
RHYTHM ON THE RIVER (FT V)
AIN'T IT A SHAME ABOUT MAME (FT V)
- 4★ 10843 Abe Lyman
THE WORLD IS IN MY ARMS (FT V)
THERE'S A GREAT DAY COMING MANANA
(FT V)
- 3★ 10842 Bob Chester
ONE LOOK AT YOU (FT V)
THERE SHALL BE NO NIGHT (FT V)
- 1★ 10841 Fats Waller
I'LL NEVER SMILE AGAIN (FT V)
STAYIN' AT HOME (FT V)
- 3★ 8517 Montana Slim
I STILL THINK OF YOU, SWEET NELLIE
DEAN (HB V)
MY TRUE AND EARNEST PRAYER (HB V)

COLUMBIA

- 3★ 35727 Jack Teagarden
RIPPLING WATERS (FT)
PEG O' MY HEART (FT)
- 3★ 35724 Eddy Duchin
OUR LOVE AFFAIR (FT VC)
THE SAME OLD STORY (FT VC)
- 3★ 35711 Teddy Wilson
SWEET LORRAINE (FT)
LIZA (FT)
- 2★ 35710 Maxine Sullivan
MOLLY MALONE (V)
BARBARA ALLEN (V)
- 4★ 35709 Horace Heidt
CROSSTOWN (FT VC)
FALLING LEAVES (FT VC)

- 2★ 35708 Ray Noble
FROM OAKLAND TO BURBANK (FT)
HARLEM NOCTURNE (FT)
- 4★ 35707 Will Bradley
DOWN THE ROAD A PIECE (FT VC)
CELERY STALKS AT MIDNIGHT (FT)
- 3★ 35712 Enric Madriguera and His Orch.
CALIENTITO (Rhumba VC)
ADIOS (Rhumba VC)
- 2★ 35710 Maxine Sullivan
BARBARA ALLEN (V)
MOLLY MALONE (V)
- 4★ 35707 Will Bradley and His Orch.
CELERY STALKS AT MIDNIGHT (FT)
DOWN THE ROAD A PIECE (FT VC)
- 3★ 35701 Ella Logan
OH BY JINGO (V)
THE WHIFFENPOOF SONG (V)
- 3★ 35700 Jimmie Lunceford
PAYANNE (FT)
MINNIE THE MOOCHER IS DEAD (FT VC)
- 3★ 35698 Raymond Scott
A MILLION DREAMS AGO (ORGAN VC)
IN A MOONBOAT (ORGAN VC)
- 1★ 35648 Alec Wilder Octet
SELDOM THE SUN (FT)
THE CHILDREN MET THE TRAIN (FT)
- 3★ 35646 Ray Noble
A PRAIRIE FAIRY TALE (FT VC)
THE MOON OVER MADISON SQUARE
(FT VC)
- 4★ 35643 Horace Heidt
I AM AN AMERICAN (VC)
YANKEE DOODLE BOY (VC)
- 4★ 35637 Horace Heidt
GOD BLESS AMERICA (VC)
STARS AND STRIPES FOREVER (VC)

DECCA

- 2★ 5873 The Swiss Hill Billies
BAVARIAN MOUNTAIN LAENDERES
(HB Medley)
LINDENAU POLKA (HB Polka)
- 3★ 5871 Cliff Bruner and His Boys
I'LL KEEP THINKING OF YOU (HB FT V)
'NEATH THE PURPLE ON THE HILLS
(HB FT V)
- 4★ 3379 Ink Spots
MY GREATEST MISTAKE (V)
WE THREE (V)
- 3★ 3377 Sacasas Royal Havana Orch.
THE BREEZE AND I (Rhumba)
ELUBE CHANGO (Rhumba VC)
- 4★ 3376 Russ Morgan
BYE-LO-BYE LULLABY (FT VC)
AFTER DARK (FT)
- 3★ 3375 Andrews Sisters
PENNSYLVANIA SIX-FIVE THOUSAND (V)
BEAT ME DADDY, EIGHT TO A BAR (V)
- 2★ 5870 Rice Bros. Gang
MARY LOU (HB V)
MY SWEETHEART DARLING (HB V)
- 3★ 5867 Jimmie Davis
I'M WAITING FOR SHIPS THAT NEVER
COME IN (HB V)
YOU'RE AS WELCOME AS THE FLOWERS
IN MAY (HB V)
- 2★ 5865 Sheldon Bros.
IT'S HARD TO LOVE AND NOT BE LOVED
(HB V)
IT'S A WEARY WORLD WITHOUT MY BLUE
EYES (HB V)
- 4★ 3368 Guy Lombardo
NOTRE DAME MEDLEY—Part 1
NOTRE DAME MEDLEY—Part 2

- 3★ 3367 Decca Band
GOD BLESS AMERICA (VC)
MY OWN UNITED STATES (VC)
- 3★ 3366 Connie Boswell
BLUEBERRY HILL (V)
THE NEARNESS OF YOU (V)
- 3★ 3358 Coleman Hawkins
JAMAICA SHOUT
HONEYSUCKLE ROSE
- 4★ 3356 Erskine Butterfield
BOOGIE WOOGIE ON ST. LOUIS BLUES
(I)
CHOCOLATE (I)
- 5★ 3354 Bing Crosby
THE WALTZ YOU SAVED FOR ME (VC)
WHERE THE BLUE OF THE NIGHT (VC)
- 2★ 3362 Peter Uryga
TWO CLARINETS (Polka)
GOLDEN DREAM (W)
- 3★ 3348 Glenn Gray
COME AND GET IT (FT)
MIRAGE (FT)
- 3★ 3347 The Merry Macs
THE WAY YOU LOOK TONIGHT (V)
I GET THE BLUES WHEN IT RAINS (V)
- 4★ 3345 Frances Langford
LOVE LIES (FT VC)
AND SO DO I (FT VC)

OKEH

- 3★ 5792 Slim Gaillard
BROADWAY JUMP (FT VC)
DON'T LET US SAY GOODBYE (FT VC)
- 3★ 5789 Tommy Tucker
THERE I GO (FT VC)
JOHNNY PEDDLER (FT VC)
- 5★ 5787 Dick Jurgens
WHEN YOU SAID "GOODBYE" (FT VC)
IN THE MOONBOAT (FT VC)
- 4★ 5777 Jack Leonard
IF I HAD YOU (V)
I COULD MAKE YOU CARE (V)
- 4★ 5774 Cab Calloway
SILLY OLD MOON (FT VC)
BOO-WAH-BOO-WAH (FT VC)
- 4★ 5772 Frankie Masters
DREAM VALLEY (FT VC)
AND TOMMY GOES, TOO (FT VC)
- 3★ 5778 Del Courtney
KEEP YOUR EYE ON THE GIRLIE YOU
LOVE (FT VC)
WOULD YOU BE SO KINDLY (FT VC)
- 4★ 5776 Six Hits and a Miss
THE SHEIK OF ARABY (V)
CARRY ME BACK TO OLD VIRGINNY (V)
- 3★ 5772 Frankie Masters
AND TOMMY GOES TOO (FT VC)
DREAM VALLEY (FT VC)
- 3★ 5763 Bill Carlsen
BLACK EYED SUSAN BROWN (FT VC)
THE ONE I LOVE BELONGS TO SOME-
BODY ELSE (FT VC)
- 4★ 5761 John Kirby
ON A LITTLE STREET IN SINGAPORE (FT)
ZOOMING AT THE ZOMBIE (FT)
- 3★ 5751 Ginny Simms
TONIGHT (V)
NOW WE KNOW (V)
- 4★ 5749 Al Donahue
FIFTH AVENUE (FT VC)
I'M AFRAID TO LOVE (FT VC)
- 3★ 5747 Gene Krupa
LOOKING FOR YESTERDAY (FT VC)
DRUMMER BOY (FT VC)
- 3★ 5745 Frankie Masters
GOD BLESS AMERICA (V ENS)
MARCHING ALONG TOGETHER (V ENS)
- 2★ 5736 Fred Feibel Quartet
RUNNIN' WILD (INST)
MARGIE (INST)
- 3★ 5735 Jack Leonard
GOD BLESS AMERICA (V)
MY IDEAL (V)
- 4★ 5730 Dick Jurgens
GOODNIGHT MOTHER (FT VC)
CROSSTOWN (FT VC)

VICTOR

- 3★ 26753 Bunny Berigan
AIN'T SHE SWEET (FT)
AY-AY-AY (FT)
- 3★ 26752 Xavier Cugat
ALMENDRA (Orchestra)
CAT'S SERENADE (Conga VC)
- 4★ 26751 Lionel Hampton
HOUSE OF MORGAN (FT)
I'D BE LOST WITHOUT YOU (FT VC)
- 4★ 26750 Ray Kinney
KANEHOE HULA (VC)
RHYTHM OF THE WAVES (FT VC)

- 3★ 26749 Wayne King and Orchestra
I'M WAITING FOR SHIPS THAT NEVER
COME IN (FT VC)
SOME OF YOUR SWEETNESS (FT)
- 4★ 26748 Duke Ellington
FIVE O'CLOCK WHISTLE (FT VC)
THERE SHALL BE NO NIGHT (FT VC)
- 4★ 26747 Tommy Dorsey
WE THREE (FT VC)
TELL ME AT MIDNIGHT (FT VC)
- 3★ 26746 Sidney Bechet
BLUES FOR YOU, JOHNNY (FT VC)
AIN'T MISBEHAVIN' (FT)
- 2★ 26742 Don George
THE DAY YOU SAY GOODBYE (Organ VC)
KING'S SERENADE (Organ)
- 5★ 26740 Bea Wain
I DON'T WANT TO CRY ANYMORE (V)
OUR LOVE AFFAIR (V)
- 3★ 26738 Tommy Dorsey
LOOKING FOR YESTERDAY (FT VC)
I WOULDN'T TAKE A MILLION (FT VC)
- 4★ 26737 Ray Kinney
A SONG OF OLD HAWAII (FT V)
SOUTH OF PAGO-PAGO (FT V)
- 3★ 26736 Tommy Dorsey
OUR LOVE AFFAIR (FT V)
THAT'S FOR ME (FT V)
- 5★ 26735 Xavier Cugat
ZOMBIE (Rhumba)
ELUDE CHANGO (Rhumba VR)
- 4★ 26734 Kenny Baker
CYNTHIA (V)
ONE LOOK AT YOU (V)
- 4★ 26733 Quintet-Hot Club of France
YOU'RE DRIVING ME CRAZY
EXACTLY LIKE YOU
- 3★ 26732 Leo Reisman
WOULD YOU BE SO KINDLY (FT V)
DON'T LET IT GET YOU DOWN (FT V)
- 3★ 26731 Duke Ellington
HARLEM AIR SHAFT (FT)
SEPIA PANORAMA (FT)
- 3★ 26730 Bea Wain
I COULD MAKE YOU CARE (V)
I'M THE LONESOMEST GAL IN TOWN (V)

Philadelphia

PENN COIN-O-MATIC ADDS NEW YORK... MORE ON ARCADES... CMA MOVES... SYLVANIA SHOW... PASADENA NOVELTY REORGANIZED... VICTOR RECORD SALES SOAR.

By Harry Bortnick

The Penn Coin-O-Matic Co. became the largest single distributing organization for Wurlitzer phonographs when they accepted the distributorship for the music-machines in the New York area, during the past month. Joseph Eisen and David Margolin thus increased their territorial representation for Wurlitzer to include the most lucrative operating territory in the country. In addition to the new New York area, they handle Pennsylvania and Maryland, as well as key surrounding states.



Harry Bortnick

The new office in New York city is the third branch operated by Penn Coin-O-Matic; other offices maintained are in Philadelphia, until now the main quarters of the company, and Baltimore. The same force which built Wurlitzer sales for Penn Coin-O-Matic in their previous territories will continue to handle the sales of the organization. Jerry Thorner will direct affairs in Baltimore, after he returns from his supervisory work at the new branch,

while the executives will continue their work at Philadelphia.

Congratulations on their continued expansion and growth in trade importance were offered Dave Margolin and Jerry Eisen by all phonograph operators in the East.

Business at all arcades was excellent, according to the operators' reports which we could gather. Summer returns from the shore, country, and mountain arcades were big in most sections, with all of the operators making up at their summer spots the loss suffered in the regular summer slump in city collections. Most of the credit for increased interest in the nickel-play games was given to the various shooting devices like Anti-Aircraft, Sky-Fighter and other such machines using gun equipment. Interest in the instruments was due greatly to the tremendous importance of the war news, and as things happened abroad collections from the machines rocketed.

The Cigarette Merchandisers' Association of New Jersey is now housed in new offices, opened October 1, on another floor of the same office building where it has been located.

An important local visitor was Rudy Greenbaum of Packard Manufacturing

— TURN PAGE —

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Thousands Have
Switched to the
4000 Play

Pfannstiehl NEEDLE

NO BREAK IN PERIOD

A special high polish applied to the needle point gives the equivalent effect of actually having played 3 or 4 records. A further reduction in record wear.

NEEDLE MUST NEVER BE TURNED

One side of staff is purposely made flat to prevent turning. Reduces time of servicing.

ROUND POINT

Assures truer tone with less record wear.

POINT WILL NOT BREAK OFF

The special Pfannstiehl alloy point won't break off even under the hardest service.

4000 PLAY

The Pfannstiehl needle costs you less and saves you more per 1000 plays. Order your supply today.

Pfannstiehl Chemical Company
Metal Division

105 Lake View Avenue, Waukegan, Illinois

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Company, who stopped over to talk with operators in this district and to comment favorably on the trade acceptance of the new "Heads-Up" Selectors.

Proud Bill Gross was busily passing out cigars to the numerous operators who crowded into his large quarters of the Lehigh Specialty Company, to congratulate the rotund baldie on becoming papa of a seven-pound baby girl, whom he named Salina Ruth. Mother was doing well at the Jewish Hospital, but Bill felt in need of a convalescent home.

The Century Radio Company, local distributors of the Sylvania tubes, many of which are used by phonograph operators, held a special showing of their full line of merchandise October 3, in the Architects Building; the exhibit included a complete demonstration of the various products wholesaled by the company, which is headed by Norman Sewell.

After many years as an exclusive phonograph operator Jack Sheppard has finally invaded the pinball machine business and is now a full-fledged operator and member of the Coin Machine Operators' Association. Jack operates the Bell Amusement Company with headquarters on North Third Street. He is still local distributor for the United States records.

Newest members of the Philadelphia Coin Machine Operators' Association are George Stein, who operates under the trade name of George Barry; Howard Levin, whose business cognomen is Howard Amusement; Joe Kaplin—formerly serviceman for Phil Dribin—whose trade name is Stanlee Music & Amusement Company, and who is now operating on his own under his own name; and Louis Suskin, who has severed his partnership with Herman Meadow; each of these now is operating under his own name.

Big Bill Rodstein was married September 29 at the classy Ritz-Carlton Hotel to Esther Rosenberg; the newlyweds will honeymoon extensively in South America. Edward Stern will handle Bill's large route while the Coin Machine Association's handsome treasurer is away.

Lewis Sokolove of Imperial Vendors reports considerable success with his recently introduced Orange Drink Vendor which has already been extensively placed about the city by many operators who purchased the machine. Lew expects to begin a national distribution of the Orange Drink Vendor after completion of factory manufacturing facilities.

The Pasadena Novelty Company, which was rapidly approaching the status of the largest pinball operating organization in this section, was reorganized during the past month. Withdrawing from the organization were partners Max Brown and Nat Choderker, while Al Roth and Harry Mendelsohn will continue their operations as previously. Max Brown will continue operating a part of his route but will devote most of his time to organization of a considerable chain of luncheonettes to be known as Triangle Sandwich Bars. Nat Choderker will also continue his operations independent of his former associates. While the men will operate their routes individually they will still maintain offices on Green Street and will utilize the same servicemen.

Roy Torr happily reported that acceptance of his newly inaugurated "Time Payment" plan on vending machines has been enthusiastically accepted by operators from all over the country. "Business has boomed considerably since I announced my new plan because operators realize that now they can increase their routes and pay for the new equipment from the profits of their new locations," said Mr. Torr.

Sales of Victor records have leaped considerably since the price change to fifty cents of the better RCA labeled disc. Raymond Rosen Company have continued a strong promotional campaign with their keynote a cooperative program with coin machine operators. Eddie Heller, promotional manager for the distributor, deserves much of the credit for the operators' great use of the Victor and Bluebird waxes. Eddie pulled several clever promotions with Tommy Dorsey and subsequently with Glenn Miller, when both orchestras played here during the past month.

Incidentally, Mort Gellard, radio sales manager for Raymond Rosen, is back at his desk after a lengthy Florida honeymoon.

Sam Lerner reports that he had about the best season in his experience with his music machines at roadside taverns, and thinks that the jitterbugs are about the best customers an operator could want. In fact, Sam hopes that he can corner the jitterbug-shops in the city, and so far he has done a good job in that direction.

Harry Steinberg's trade name was registered at city hall, September 28, making an almost complete roster of trade-registrations for the members of the Philadelphia Coin Machine Operators Association.

ARCO, Al Rodstein's distributing organization, has just doubled business on coin machines every month since he organized the company. Operators appreciate his swell bargains and are increasing their purchases from the friendly Al. ♦

A.O.L.A.C. Stresses Service to Members

LOS ANGELES—Special bulletins directed to members of the Associated Operators of Los Angeles County, Inc., stress the active and effective part a live-wire association may play in furthering the aims of those affiliated with the organization.

Unique among trade groups was the issuance in September of excerpts from Kriete's News Service with the thought that members could build their own good will by passing on to locations the information it contained. Helping the coinmen to "talk important shop," the data included data on new deductions in sales tax, dates for pharmacists' examinations, a warning on renewal of narcotic licenses, alien registrations, and the danger of violating California Fair Trade prices in sales of liquor.

Typical of a regular series of timely bulletins was one urging careful driving, particularly after the opening of the new school term, and resuming the association's community traffic safety campaign. This bulletin was headed by the slogan, "Have a heart, mister."

Games approved for use in Los Angeles County, beginning October 1, were: Band Wagon, Big Chief, Dixie, Fleet, Fox Hunt, Gold Star, Landslide, Leader, 1-2-3 Animals, Progress, Record Time, Speed Demon, Speedway, Sport Special, and Three Score. ♦

Customer: "The new butcher across the street is giving you tough competition."

Butcher: "That's all right. The time for me to worry is when he starts giving me tender competition." ♦

Patient (in waiting room of doctor's office): "How do you do?"

Second Patient: "So, so. I'm aching from neuritis."

First Patient: "Glad to meet you. I'm Mendlebaum from Chicago." ♦

New York

(Continued from page 21)

vibrator kept the people going? How about interesting our museums, the libraries, even the movies and "standing room only" theatres in these machines?

Second down; but we'll make it yet. . . . A new wrinkle in making operators' association-conscious is to provide pay for the board of directors. Ops point out that directors, time and again, donate precious time to settle trade difficulties and misunderstandings, often with the sole result of earning not the thanks but the abuse of the association members. By reimbursing a director for his time, it would keep the board happy at the same time that ops would realize that dissension in the ranks cost money to straighten out.

The spread of penny games seems a good idea, but many coinmen are questioning the value of this type of appeal. In the first place, it is pointed out that the game seems slanted for the younger element and, in this connection, the word is caution. Point number two, your volume has to be five times as great as for the nickel games, and that might be asking too much from any location. Even at a much cheaper investment, you still haven't got the play.

Queries directed at us make us wonder whether ops read their trade journals as they should. Many are unaware that service elements advertise and that alarms and devices to protect their machines are available. We just can't get around to have spiels with all of you; but if you get the CMR maybe one of these days we'll talk the same language. Also, write in. Write to advertisers, to our boss in Cally, and drop us a line next time you think we spotted you at the right place but with the wrong gal. You know how it is—by us it can happen, too. ♦

Sports Arsenals Growing in Number

LONG ISLAND CITY, N. Y.—Tying in naturally and profitably with the rising military trend as Americans become more and more conscious of the need to learn to shoot, an increasing number of spots are springing up in cities all over the country in imitation of the Sky Fighter "Blitzkrieg" Sports Arsenals of New York City which have had a tremendous success in providing this opportunity for learning conveniently and inexpensively.

Newark, Philadelphia and Chicago are among those reported as having installations of braces of the machines which, by reason of being one complete unit with built-in target, require a minimum of space; 10 or 15 or even more Sky Fighters can be set up in two rows along the wall, with aisle space between, in a location of very small frontage, and the mere sight of this barrage is reported to be enough to attract attention.

International Mutoscope Reel Company, Inc., manufacturer of Sky Fighters, declares a 24-hour production on the machine is scarcely enough to supply the constant demand.

"Sky Fighter was built to help operators cash in on the war news abroad, and it is clicking as few machines have done in the annals of the industry," explained Bill Rabkin, Mutoscope president. ♦

Dentist: "Stop waving your arms and making faces, sir. Why, I haven't even touched your tooth."

Patient: "I know you haven't, but you're standing on my corn." ♦

San Francisco

WIRED MUSIC, COUNTER AND WALL BOXES, RAY GUNS GOING STRONG . . PINBALL TAX DELAYED . . CONVENTION DRAWS INTEREST . . . COIN-CONTROLLED HOT DOG VENDOR LAST-MINUTE FAIR-HIT . . . ROBERTS DISTRIBS WURLITZER . . .

By RONALD PATRICK

SAN FRANCISCO (RC)—A score of things appear to be newsworthy at present writing. First, perhaps, is the continued progress of wired-music. No less than 50 locations have made the swing in this area within as many days. There seems to be no let-up in sight. All makes are sharing about equally.

Standard counter and wall box installations are going forward at record pace. Buckley, Keeney, Wurlitzer and Rock-Ola are all doing a land-office business. Current tabulation gives Bill Corcoran's Buckleys the lead.

Wurlitzer's counter-model drive has been a notable success. According to their new regional sales mentor, Myrl Park, more than 200 machines were placed within the last fortnight. Collections are extremely good and plenty of operators are stampeding to annex choice bits for their route.

Mills Novelty of Oakland claims business is aces on every score. Warren Taylor points to a particularly encouraging up-curve in the counter machine department. All pinball games on their circuit are doing top performance in quick turnover. And, says Taylor with knowing pride, "our photovision equipment will be ready soon for a business surge the likes of which will scarcely be duplicated again this decade."

All ray guns continue to hold the public eye. Bally's Rapid-Fire has attained first position, but the Mutoscope and Keeney guns follow very closely.

Bally's Fleet is still pretty much the game of the hour, with the same company's Progress keenly anticipated by scores of operators. Johnny Ruggiero of Jack Moore's has almost moved his office to the corner bar, which has a specially reserved booth for what J. R. blithely calls the "Huddle Club." Premises have insignia crest and an adjacent Fleet installation for the gang's personal edification (that is, when the public hasn't invaded the sanctuary).

Lou Wolcher has been doing the association's main chore in trying to quash the \$3 pinball tax. It's been a tough fight and trouble is that no definite stance can be taken. As soon as one phase is settled two more crop up. At the moment of writing tax has been delayed for another week, but it's impossible to tell how long the situation can be stalled, or how it may ultimately be settled. All that is known is that \$3 a month appears to be a damnably stiff tariff for each game on each location.

Naturally, operators have been holding down in view of the impending action. What frightens them particularly is that though the license consideration has been before the supervisors more than a dozen other times, never has there been such persistent effort on the part of the city board to have the legislation enacted. There is considerable question as to whether the enforcement is being conceived as a tax-

raising measure solely, or whether their is a punitive aspect behind it. Incidentally, a \$2 phonograph tax had come up a few weeks ago and was definitely dropped from consideration for the remainder of this year.

Vance and Ed Mape have been touring their western Seeburg territory during recent weeks. Result is that their SF office shows much evidence of equipment crating and movement. Numerous Seeburg wired installations are being arranged for out-of-town placement in such areas as San Jose, Petaluma, Santa Rosa and Sacramento. Seeburg remotes and standard boxes are experiencing healthy acceptance from the trade.

Squoits, the fast new competitive-actioned game, is winning laurels locally, and may soon be ready to spring into national prominence as one of the year's biggest sensations. Only holdback is current lack of production capacity. Possibility is that Squoits will build in Chicago by showtime.

The November Convention is being looked to with unusual gusto. All regional distributors are seeing to their own representations with larger-than-ordinary space reservations in a number of instances. Plenty of new twists and equipment is being held in whispered quiet for breaking with a big splash at the convention. I'm slightly in the know on two sizzlers Lou Wolcher has up his sleeve.

And speaking of new items, it would be very amiss to omit reference to one of the most talked-about late debuts at the recent SF Fair; namely, E. P. Ford's Electric Thermic Automatic Reverse Control Hotdog Vendor. Here's a machine that worked like a charm, giving the operator a sweet piece of last-minute Fair change, and the public

introduction to what has every possibility of becoming as much of a national device as the Coca-Cola self-vending unit. Ford's machine cooks single deliveries of completely wrapped and prepared hotdogs by a system of induced radiation (from the inside out) in under 30 seconds from the moment a ten-cent piece is placed in the coin chute. Ford's operating organization is called the Precision Engineering Products Company, with present offices located at 315 Sutter Street.

Biggest single highlight of the month from a local trade standpoint is the appointment of Al Roberts (Wolf Riewitz's son) to general distributorship of Wurlitzer in the Southwest. Al's headquarters will be in Denver, from where his administration and sales jurisdiction will extend to include offices in Utah, Wyoming, and New Mexico. As a point of historical interest it may be indicated that Denver is the territory where Al's father made his first significant progress in the industry. We all wish enterprising young executive Roberts every bit of good fortune to which his fine capabilities entitle him. ♦

San Franciscan Boosts Western Convention

LOS ANGELES—Typical of the reaction of the western coin machine industry to the Western States Coin Machine Convention to be held here, at the Biltmore Hotel, next month, is this letter addressed to the REVIEW by John T. Berdner of Aquatic Amusement Games, San Francisco:

"Bravo to the COIN MACHINE REVIEW for the confidence and effort put forth in the advancement of our industry through the medium of the ANNUAL coin machine convention. We, as infants of the business, are behind you 100 per cent.

"We have mailed all the reprints sent us and are anxious to help some more by circulating as many as possible if the supply has not been exhausted. Please forward another supply.

"Squoits is coming along fine, and from the interest displayed by the few who have seen it, its life is destined to be a long and prosperous one. We have changed the design to conform to the streamlined trend of the day and believe we have reached the peak in improvement. It's a knockout. We intend to give the industry its first look at this hit at your—and our—convention in November.

"Looking forward to meeting you personally and assuring you of our utmost cooperation, I am sincerely, John T. Berdner, Aquatic Amusement Games." ♦

Daval Game Demand Continues Strong

LOS ANGELES—"There hasn't been a bit of letup in demand for Daval's American Eagle despite the fact that the machine has been on the market for a few months," states Mac Mohr, Pacific Coast representative.

"Operators are still asking for more games than the factory can supply me with. My orders are coming in as rapidly as the factory can turn them out but they are still more than a week behind on my deliveries.

"Both American Eagle and Marvel will be displayed at the 1940 Western States Coin Machine Convention in the Daval booth at the Biltmore along with other new products which will be formally introduced during the Show." ♦



Distributors

Jack R. Moore Co.

104 Golden Gate Ave.

San Francisco, Calif.

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REVIEW

Kansas City

NOVELTY TABLES IN STRONG COMEBACK . . . ST. JOE OPS GET ASSOCIATED . . . WAR-STRAIN NO WORRY . . . BABIES ARE GIRLS . . . MO-KAN HAS MERCHANDISING IDEAS.

—By B. K. ANDERSON—

KANSAS CITY, Mo. (RC)—The big question is now answered. For the past three months about every operator in the Missouri-Kansas area has been asking: "What are we going to operate this winter beside automatic music?" And now that



B. K. Anderson

the weather has taken on a cooler tinge and operators have adjusted their routes to the fall-winter season, the answer is NOVELTY TABLES.

Few operators in early spring believed that the tables could possibly hold their great surge of popularity. "In the first place," these operators said, "No free-play tables unless, they at least paid out merchandising awards, ever lasted for more than a few months."

But now this belief is where it belongs—in the waste paper basket. And operators are convinced that the tables will not only give them the most profitable season in late years but will continue to build on their popularity and stretch it out indefinitely. There are several very good reasons for this, they say: The tables are the most trouble-free machines the manufacturers have ever designed. Through the use of light, color and multiple appeal, they offer the customer more for his money; and since there is absolutely no objection to them anywhere, their appeal reaches a much vaster field than was ever possible before.

Perhaps the biggest news of the month is the newly-formed Coin Machine Operators' Association of St. Joseph, Missouri. For some time these operators in Missouri's third largest city have eyed the Kansas City unit, the new organization of envy. Then they decided it was time to act. So, they asked K. C.'s president, Carl Hoelzel, to assist them in setting up the frame-work, and the new unit became fact.

Planned much after the fashion of the Kansas City unit, the new organization officers are: Harry Jones, president; D. Liggett, vice-president; and E. Harris, secretary and treasurer. Membership in the St. Joe association is composed of 100% of the major operating firms in that city; twelve of them, in all, are represented.

With the announcement of the new organization in St. Joseph, a half dozen other communities in this section have begun making fuller inquiries, and it is expected that before the end of the year a dozen such units will be operating in this vicinity. In every case Carl Hoelzel has offered fullest cooperation from the Kansas City association, and in most instances this help is being accepted gladly and the groups are being patterned after the initial organization here.

Hobbies, Inc., the name of the K. C. Association, held two board of directors'

meetings and one general session during the past month. These meetings which are held at the Hotel President, are now given over mostly to discussions of such local problems as the adjustment of commissions.

The United Amusement Company has more than doubled its space allotted to display of novelty tables. In the first place this is the initial check on popularity of the tables with the operators, who in this case represent the customers, and in the second place operators are showing a strong preference for a wide variety of equipment.

According to Messrs. Mason and Crummitt, co-owners of Central Distributing Company, automatic music is still far short of its saturation point in this vicinity. They say that sales are as strong as ever, even ahead of this time last year, and all indications point to an increasing rather than a decreasing market.

In the past year this firm has more or less curbed its operating, formerly carried on over a large part of western Missouri, to give more time to distributing the phonos in this area.

From the Wichita, Kansas, branch of Central, comes word that music profits out there are again showing a 12-months' gain. Ralph Mason, brother of R. F., who has been in charge of the office since it was opened, is holding the firm to a straight distributing operation.

The war-strain which was viewed with some worry by local ops and distributors during the past month, seems no longer to frighten them. True, in some cases, they say, operators are buying in smaller quantity lots, but volume on the whole has increased and no one seems greatly worried about the future.

Another bright spot is the increase in penny-confection-nuts vendors. Most leading local distributors report a good gain in the sales of large groups of these units and point out that these can largely be credited to the new stability the industry has achieved in this sector.

Some heavier equipment, as is usual at this time of the year, is again making its appearance on location, although most operators indicate that they are going to do little along this line in the coming months. They cast their nod in the direction of music and tables because of the profit angle, the much larger number of available locations, and the obviously greater public popularity.

Baby girls seemed to be having all the best of it in ops' additions to families during the past month. John Corse, Wellington, Missouri, operator is passing out cigars in celebration of his second addition to the family. He was a little red faced, and came in for a bit of ribbing, due to the fact that he was willing to bet 10-to-1 that it would be a boy. His first was also a girl.

Not long after the announcement of the Corse heir, came word from another popular local operator, Nick Fasci, head of Mo-Kan. This is the first child to be born to any of the families represented in this firm and of course a holiday was declared. Angela is the name chosen for the new Miss Fasci and there is some talk of re-naming the firm after her.

Al McCall, who was formerly connected with the coin machine business locally, has been added to the Mo-Kan staff as contact man. The firm is showing local music firms what an operator can do in the way of making a little side change out of a retail new and used record shop. In the windows of the firm is a large bulletin board with the week's hit tunes arranged in the order in which they will appear on

the Lucky Strike Hit Parade. Not only do music lovers like this information in advance but also it increases the sales of new records as well as that of the used discs.

Inside the building, Mo-Kan also does a bit of clever merchandising. The walls above the records are plastered with pictures of the popular recording bands and their vocalists, and an automatic phonograph is arranged in the display with its price marked. "Just the thing for a club or recreation room, Price \$000.000," reads the card offering it for sale.

T. J. Johnson, who until recently operated in Tulsa, Okla., and is now operating for the United Amusement Company in Kansas City, is still a little mystified by the way the novelty tables have taken hold. He says, "We tried them in Tulsa without pay-outs and they simply wouldn't go. When they wrote and asked me to come up to Kansas City and help operate them, I thought a long time before coming, and now that I'm here I still don't believe it."

In a new move at the Peerless Manufacturing Company and the Calder Sales Company a new unit has been formed and the other two will no longer function as distributors. The new unit is the General Vendor Manufacturing Company and is located at the old address of 410 Archibald, Kansas City, Mo. R. W. Webb who formerly headed the Calder unit will occupy the same post with the new firm as President and Treasurer. R. Carter Tucker is Secretary.

According to Webb, "The Calder Corp. has purchased the assets of Peerless and Mr. Mergen and Mr. Calder are no longer with the company. The new General Vendor Co. will manufacture an expanded line of single and multiple-flavored beverage vendors as well as its milk vendor. It will shortly go on the market with its new line."

Gilmore Announces 1941 Show Committees

CHICAGO—Jim Gilmore, secretary-manager of Coin Machine Industries, Inc., has announced the appointment of the following committees for the handling of the 1941 Coin Machine Show Convention to be held at Hotel Sherman, here, January 13 to 16, inclusive.

Heading the Show Committee as chairman is Richard Groetchen. He will be aided by W. E. Bolen, Homer E. Capehart, John Chrest, David C. Rockola, Walter Tratsch, and Sam Wolberg.

R. W. Hood is chairman of the entertainment committee, whose other members are C. R. Adelberg, Harold Baker, and Meyer Gensburg.

Chairman of the publicity committee is Herb Jones. His aides are Al S. Douglass, A. E. Gebert, Jimmy Johnson, and Jack Nelson.

Frenchman: "Ah, you climb the Matterhorn! That is a foot to be proud of."

Englishman: "Pardon me, sir; you mean 'feat'."

Frenchman: "So you climb it more than once, eh?"

This story concerns a farmer delivering a load of vegetables to an insane asylum. As the farmer drove through the entrance an inmate greeted him.

"I used to be a farmer once."

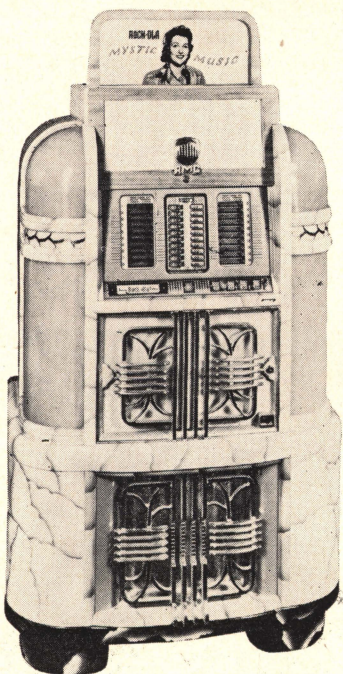
"Did you?"

"Yes. Say, stranger, did you ever try being crazy?"

"No."

"Well, you ought to try it. It sure beats farming all to heck!"

A Carload of Rock-Ola Wired Mystic Music to Be Installed!



MYSTIC MUSIC COMBINATION PHONOGRAPH has portable illuminated top which can be easily removed if operator desires to abandon Wired Music operation at any time. Remove portable top, replace top door, and you again have the regular stock model automatic phonograph. Illuminated program panel provides space for approximately 200 titles.

Navarro Buys Rock-Ola WIRED MYSTIC MUSIC

"In every field there is always one that stands out head and shoulders above the rest. In the field of Wired Music that equipment is the new Rock-Ola Wired Mystic Music."

So said Frank Navarro of the Navarro Phono Service, prominent West Coast Operator, in taking delivery on their first **ROCK-OLA WIRED MUSIC SYSTEM** with four more Systems of ten units each to follow just as soon as delivery can be made.

"I examined all systems being offered operators at the present time and feel certain that Rock-Ola has the very best System for the modern operator. In tone quality, ease of operation and attractiveness of design the Rock-Ola Systems lead. Our equipment is all working perfectly without any service calls whatsoever which fact, in itself, attests to the superiority of Rock-Ola engineered equipment."

Follow the leadership of this, and other, prominent Western operators. Line up now with the acknowledged leader in the wired music field.

JEAN J. MINTHORNE

EXCLUSIVE ROCK-OLA DISTRIBUTOR

2920 WEST PICO ST.

Parkway 1179

LOS ANGELES, CALIF.

PACIFIC Northwest

HEROUX MAY INVADE ALASKA . . . REFUGEE FINDS SEATTLE PLEASANT AND PULCHRITUDINOUS . . . GUEST COLUMNIST TAKES "FATAL STEP" . . . BOSS FINDS NEW JOBS FOR LET-OUTS.

By LOUIS KARNOFSKY

SEATTLE (RC)—"Ideas plus Energy equal Success." It was this formula, put into practical use, that enabled progressive Earl Heroux to build up a string of arcades throughout the Pacific Northwest and operate them profitably. It was in continuance of that formula that Heroux took a 5,000 mile trip to Alaska, via boat and plane last month. He has stationed Floyd Whitsett at Anchorage and soon will dispatch Claude Whitsett to Fairbanks for observation and experimental purposes before placing arcade equipment on location.

So entranced by Alaska's scenic splendor was the veteran op that he snapped no less than 180 pictures. Most cherished of the souvenirs was an 11x14-inch hand-colored photo of the late Will Rogers—taken the last time the famed comedian was photographed alive—presented to him by Joe Crosson, nationally known flyer.

At the same time the Pan American flying bird was depositing Heroux safely in Seattle, another bird was circling the Heroux household, and it wasn't long before the stork had made a three point landing with Ellen Jeanette, a 7-lb., 14½ oz. bundle. Double congrats, Earl; on the offspring and on the Alaska enterprise; and may both enjoy long and memorable lives.

From the depths of hell to the heights of heaven in one quick jump of the Atlantic! That's the step taken by Dalbert Rychter, new addition to Heberling Bros. force. Rychter, a redheaded German refugee, bounced around in three European countries before taking up residence in England, where he lived for 15 months. During his stay in London, he replaced his German accent with a delightful English one. Hitler hadn't begun his large scale bombing attacks at the time, but Dalbert had a premonition and booked passage to Canada, thence to Seattle. A crack electrician, he found work on the Row. Less than two years ago, he was *existing* in war-torn Europe; today he's *living* in a free country, and working in an environment most of us aren't lucky enough to be in—meaning, "Pulchritude, Inc.," made up of charmsters Sibyl Stark, Pearl Smith, and Belva Eckstrand. With so much beauty on the loose, Dalbert's problem is how to keep his mind on his work, which is a far cry from the problems faced by those on the other side.

The rah-rah-rah of the gridiron lured Larry Wolf out of Harper-Meggee's stockroom in Stanford football uniform after a year spent juggling Victor and Bluebird records. Two University of Washington graduates—Don Thompson and Conner Gray—stepped into the breach. Now,

Larry, deflate that 42-inch chest a minute. It wasn't because you were a super-workman that it required two men to replace you. Volume is on the climb at this firm and personnel increase resulted accordingly.

Wanted for next summer: Guest columnist for the Review. Barbara Nafsted, who did such a terrific job of subbing for your regular conductor last summer, has left Jack Moore's employ and gone to California. Originally, it started out as a two week's vacation. However, she wrote that she would not return; that she was happy, oh so happy. The cause of this happiness is not definitely known, but take your guess, reader.

Thousands of dollars in wall and bar boxes are being installed throughout the Northwest. Included among the out-of-towners who are going down the line for remote control in a big way are Sid Cohen, Billings, Montana; Pete Weyh, Havre; H. H. Dolliver, Conrad; Marion Powers, Lewiston; Ely & Murry, Helena; G. F. Johnson, Portland, Ore., who is the largest phono op in this section of the country; and W. E. Storey, Pomeroy, Wash. Storey, following a green light policy, added 25 phonos to his route last month.

The little guy with the bow and arrow and the mischievous gleam in his eye is turning out to be a villain in rose-colored glasses. When the Seattle office of Appliance Wholesalers was launched a number of months ago to distribute Royale and Varsity records, the firm placed Sally Vynne in charge of the department. With no previous experience in the disc line, she learned the ropes from the basement floor up, and after three months became a smooth cog in the Appliance machine. And then what happened? Right! Congrats, Sally.

Santa Claus came to town early this year. At least the white-bearded gent made his call prematurely to employees of Coin Machine Parts & Service. When his business began jumping in leaps and bounds, Dapper George Schnabel built up a quick organization to handle the heavy volume. But it was built up so fast, that it lacked tightness and rock-bound stability. So Dapper George decided to de-organize in order to mold a more concrete structure, which

meant that his three mechanics would have unemployment staring them in the face. But Dapper George canvassed the Row, and in two short hours returned with smiles. For he had landed all three of his men jobs. Result is that Frank Hulme went to work for Frank Countner, George Mahlum for Ken Shyvers, and Mel Bantz back to Western Distributors.

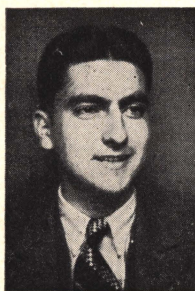
COININGS ON THE CUFF—Remember Mr. "X," the fellow who mulcted operators out of hard-earned shekels before they got wise and started him on the toboggan? Well—his job with the State of Washington—ain't life ironic, though?—is enforcing the fair trades practice act! . . . Thomas Gum have bought out the interests of Standard Products Co. and are now exclusive distributors for Mills' Automatic Venders in Washington, Idaho, Montana, and Oregon . . . Superior Distributors have vacated their office at Denny Way and moved down to the Row.

That frown you've probably noticed on the face of Jerry Fuzzy Steffan has nothing whatever to do with his recent shift, whereby he resigned at Western Distributors to do service work for "Porky" Jacobs and Charley White. After months of fastidiously cultivating and grooming his mustache, Jerry stepped before a mirror one day recently and counted exactly 14 stray hairs.

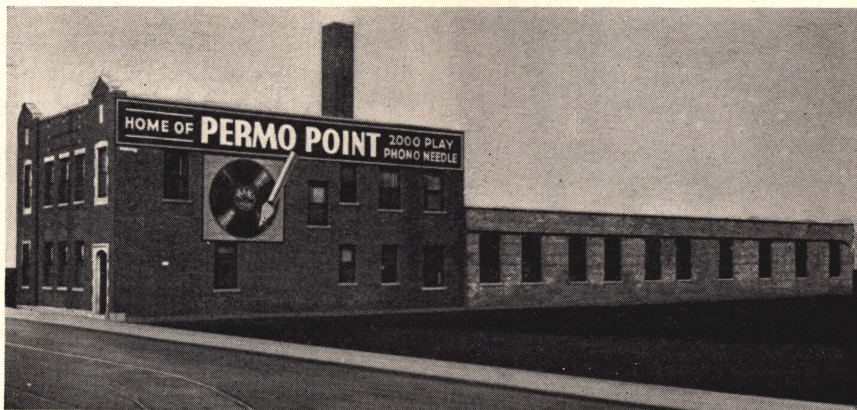
Out-of-town phono ops lamped along Record Row in September include Charley Stoner, making his weekly jaunt from Wenatchee; Al Lindquist, Snohomish; Ben Brashem, Portland; and Otis Morehead with First Assistant Durham from Aberdeen . . . Donna Krause, the ex-Frank Countner office ace and scenery-stimulant, who got happily hitched last month, is living in Tacoma.

Walter S. Solomon, backed by eight years of coin experience, became Western Distributors' Seattle manager last month, replacing Johnny Michael who now turns his talents to operating. Well, Johnny should be a success. In selling the ops games, he told them exactly how to make their investment pay dividends. Now all he has to do is follow his own advice.

Orchids to Fred Fields, the Wurlitzer man, for donating a phonograph to the Washington Children's Home, complete



Louis Karnofsky



Permo Products Adds to Building

CHICAGO—Work has begun on an addition to the plant of Permo Products Corporation, manufacturing metallurgists, here, with expectancy that when construction is completed production facilities will be increased by 50%. Present factory floor space will be doubled.

A steadily increasing demand for phonograph needles, recording styli, and alloys used in the manufacture of airplane carburetors, fountain pens and many other items, was credited by President Arthur J. Olsen, for the need for expansion. The firm, founded here 14 years ago when Olsen was a disabled Marine officer, is said to be the world's largest manufacturer of phonograph needles and recording styli. ♦

with a dozen records. A newcomer to the game, Edith Alexander replaced another newcomer, Marguerite Hanley in Bill Dugan's Puget Sound Novelty office. Marguerite, who has been with the firm one month, resigned to complete her studies at the University of Washington.

Publicity the industry can do without: the feature on wired music in the Seattle Star, wherein phonos were referred to as "Juke boxes." . . . M. E. Boswell, the phono op, who also retails discs, has moved into bigger and better quarters on Stewart Street. . . . Ron Pepple, proudly displaying a million dollar smile, a two hundred dollar check and a one hundred dollar Elgin Watch as first prize booty in a recent Rock-Ola sales contest.

When Barbara Nafsted turned a vacation into a resignation, Jack Moore's local office was in a bad way for a coin clerk, but Thelma Oliver's little sister Donna jumped into the breach and carried on valiantly. Then when a permanent office worker was obtained in Doris DeLong, she remained in harness to break in the newcomer. That's family loyalty for you!

They are calling Belva Eckstrand the "Cellophane Kid," and you know why? No, Clarence, not because you can see through her, but due to her adeptness at handling the solidified viscose in wrapping novelties. . . . A smile so magnetic as to cause calloused hearts to turn to putty is the one flashed by Ethel Koser, who has been filling in at her dad's Thomas Gum, and who is currently leading the ticket for nomination as Miss Coin Machine of 1940. Any other applicants for this distinguished honor are requested to contact this columnist, and—oh, yes, bring along your phone numbers, girls.

250,000 pennies in one week! That was the gross return at Earl Heroux's arcade concession at the Puyallup Fair. \$1,000 in merchandise awards was paid out. . . . Frank Countner is the happiest hit-run victim we ever saw. Prosperity came from around that corner in high gear and socked Frank amidships. Last month he streamlined his office, expanded his retail record department and invested in a 1941 Pontiac Torpedo. This month he bought a 1941 ½-ton Ford delivery truck. ♦

Playmate Is Baker's New Game Release

CHICAGO—"All the earmarks of being a 'honey,' and the sweetest money-maker we have produced thus far," is the characterization H. L. Baker, president, gives Playmate, a new five-ball free-play novelty table just released by Baker Novelty Company.

Pronounced a "knockout" from the player's viewpoint, and a gold mine for operators, the game is reported to have three ways of scoring: High Score, Sequence, and Special Bumpers when lit. Every play is said to have a tantalizing "come-on," and tremendous earnings records made on test locations seem to indicate the game's ability to captivate the players. ♦

McClellan Moves

LOS ANGELES—Herb McClellan, local jobber and distributor, has moved into new and larger quarters at 1347 West Washington Boulevard, across the street from his old location. Parking area for his customers has been provided by the move which also carried out in a red-white-and-blue motif, gives him increased facilities. The new spot is next door to the headquarters of the Associated Operators of Los Angeles County, Inc. Present policies of conducting his business will be continued by McClellan. ♦



Pack Up! Get Set!

The Biltmore Hotel, headquarters for the Western States Coin Machine convention, November 18, 19 and 20, is itself one of the "sights" of Los Angeles with its Galeria Real, Art Salon, architectural beauty, social activity and palatial surroundings. The fact that it is only two minutes from room to exhibit hall, a few steps to the Biltmore Bowl (world's largest hotel supper club), the Rendezvous (a "night club in the afternoon"), the Restaurant Renaissance, Biltmore Grill, Coffee Shop, Lounge, French and Grill Bars, means that it will be convenient for you to stop there.

The Biltmore has 1500 rooms, each with private bath. For your reference, the rate schedule per day — at special Convention figures—is:

Singles: \$5.00.

Doubles: \$7.00 (\$3.50 per person).

Suites: \$12.00, \$15.00, \$20.00.

Brazilian Firm Seeks Coin Machine Lines

LOS ANGELES — The following communication was received at the Review offices by airmail from H. Pfefer, Gustavo Sampaio 200, Rio de Janeiro, Brazil, just as the October issue was going to press:

"We desire to enter into connection with a factory of coin machines. We have interests of all kinds of amusement machines as buyers, or like representative for the Brazilian market. First of all interests us, automatic games with money premium for public locals distribution. Please send us detail description, prices and payment conditions. At the same time let us know if machines can be adapted for Brazilian coins." ♦

Jersey Music Crowd Drawn by Celebration

NEWARK, N. J.—Recognition of Royal Music Company's exclusive distributorship of the Buckley Music System drew a record crowd of Jerseysites to the firm's offices and the famous P. O. N. Cafe across the street, October 2, for a celebration which began at 9 a. m. and continued until well past midnight.

Pat Buckley of Chicago, head of the Buckley firm, and DeWitt "Doc" Eaton, Buckley's eastern division manager, assisted Royal's Barnet "Shugy" Sugar-

man, Abe Green and Harry Goldberger in playing host to the crowd which partook of the store of wines, champagnes and other liquors and food of every sort served by waiters at the cafe, while studying the installation there and seeing it in actual operation. Harry Wichansky of Atlas Vending Company, Elizabeth, N. J., placed the largest order—for 250 Buckley Wall boxes—of the day.

Others present included: Archie Kass, Major Amusement Co.; Jack Berger, Newark Coin Distributors; Irv Morris, George Ponser Co.; LeRoy Stein, Amusement Board of Trade; Larry Ganzi, Larry's Music Co.; Jack Kay, Ace Music Co.; and Jimmy Hammond, all of Newark; Everett Masterson and Bob Slifer, Automatic Music Service; Dave Stern, Royal Distributors; Billy Ehrenberg, Atlas Vending Co.; and Tom Burke, American Sales Co., all of Elizabeth; Frank Savage, Savage Music Co., Nutley; Mort Jones, Jones Music Co., and B. Schellin, Bell Music Co., Bellville; John F. Niderman, Madison Amusement Co., South Amboy.

Don Feinswog, Carteret Amusement Co., Carteret; W. A. Brower, River Edge; Ed Marks, Marks Music Co., Bayonne; Andrew Palermo, Bradley Beach; Herby Reutch, G. M. Amusement Co., Woodbridge; John Manero, G. M. Vending Co., Paterson; Louis Millman, Mid-State Amusement Board of Trade, and Daniel Sylvester, Belmar; Edwin A. Corrison, Palisades Novelty Co., Cliffside Park; Herb Salmon, Staten Island, N. Y.; and Bill Gersh, Byrde, Richard and Pound, New York City. ♦

Distributors Approve Gottlieb's Gold Star

CHICAGO—Prompt appearance of such leading distributors as George Posner, Mike Munves, Heinie Budin, Sam London of Milwaukee, Hy Greenstein of Minneapolis, Art Nagel of Cleveland, H. Zorinsky of Omaha, and others, on announcement of the introduction of Gold Star, D. Gottlieb & Company's new five-ball free-play game, gave Dave Gottlieb, head of the firm, considerable cause for elation.

"We've never seen anything like it before," he said. "We've had sensational hits at other times, but nothing to compare with the response to Gold Star. More unsolicited telegrams and letters from distributors, jobbers and operators have come in to us, congratulating us on what they feel is one of the greatest hits of all time, than we have ever received before.

"Everyone who has seen Gold Star has been struck by the outstanding appeal and new features of the game," he continued. "In particular, the new rainbow-glo backboard caught their fancy, a striking effect presented here for the first time. The innovations on the playboard—new four-way scoring rollovers, duo-scoring bumpers, and others—likewise make many leaders of the industry, who volunteered their opinion, feel this an outstanding hit for 1941. Steps have been taken to increase production to the maximum, and we are doing everything we can to take care of the rush business on Gold Star." ♦

"Here's something for your silver wedding anniversary."

"But I already have all the silver I need."

"Then here's some silver polish."

"All men are equal. We all sprang from monkeys."

"What a rotten jumper you must have been!"

Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: CIttrus 1-1093. (SS-C)

FIVE DOLLARS NOW

May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

GOODBODY

has a message for every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (ASO-P)

TELESCOPES

An income for life. Don't overlook this fertile field. There are telescope locations in your territory. Factory, 1322 Lee, Long Beach, Calif. (ASO-P)

COIN WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (ASO-P)

USED NORTHWESTERNS

Silver Kings, Stewart-McGuire's, Penny-kings, Ever-Readys, Hot Peanut, Snacks, Nut and Gum Venders. Write for prices. CAMEO VENDING, 402 W. 42nd, New York. (SON-C)

FOR SALE

Bingo and Criss Cross 1c Skill Games, \$6.50 each. Guaranteed like new. Write for complete list of 1c skill games. ROB-BINS CO., 1141J DeKalb Ave., Brooklyn, N. Y. (O-C)

WANTED

Caille Aristocrats. These are sometimes called Roulette machines. J. S. DORSEY, 1168 E. Madison Street, Eau Claire, Wisconsin. (O-P)

WILL BUY

Used or New Wired Music Units. Name make and lowest cash price. CAPITOL AUTOMATIC MUSIC CO., INC., 460 West 34th Street, New York City. (O-P)

FOR SALE

25 Vendex Peanut, \$2.25 each, good condition; 10 Radio Peanut, \$3.00 each, all O.K.; 15 Peerless Magic Dial Peanut, new, \$4.00 each. J. C. CLEM, 323 N. 16th Avenue, Phoenix, Arizona. 1/3 cash, Balance c.o.d. (O-P)

WANTED

Kirk Guesser Scales, Groetchen Metal Typer. Will pay \$75.00. Write THE AUTOMATIC SALES COMPANY, 56 E. Hennepin, Minneapolis, Minnesota. (O-P)

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The "BLUE BLOOD" ISSUE OF THE YEAR!

THE

1940 WESTERN COIN MACHINE SHOW NUMBER

Our November issue will be the Roll Call Issue of the "Blue Blood" firms in the Coin Machine Industry. This issue will reach 5,000 operators BEFORE the 1940 Show opens in Los Angeles.

IF YOU HAVE A BOOTH AT THE SHOW back up your display with sizeable advertising copy in the Show Number which will be freely distributed at the Show.

IF YOU DO NOT HAVE A BOOTH double your advertising in the Show issue to reap the maximum returns from this great event.

Don't Delay! Positive Deadline is Nov. 5th

THE COIN MACHINE REVIEW


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Introduces an entirely new scoring principal

Players have opportunity of holding over possible free games scored...from one game to the next - 

The GREATEST COME-ON Ever Built Into Any Game

Plus

Plus These Other Play Building—Profit Building Features.
Two coin play—5c or 10c ...
High Score ... Lights Out ...
Extra Awards ... The Wild,
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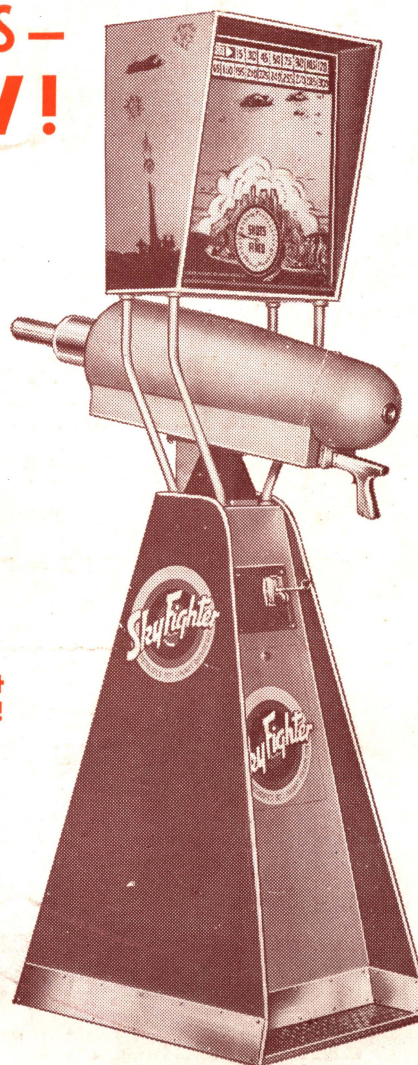
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
**AMERICAN OPERATORS—
 WAKE UP NOW!**
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TRADE MARK • U. S. PATENT NO. 2,212,257 • OTHER PATENTS PENDING

**Earns Its Weight in Gold! . . . The Biggest, Surest
 Fastest, Longest Legal Money Maker Ever Built!**

\$35 overnight in a bowling alley in Newark, N. J.—\$177 a week average for six weeks in a tavern in Miami, Florida!—\$230 in a restaurant in Brooklyn, N. Y., the first 8 days!—\$130 a week for eleven weeks in a bus terminal in Atlanta, Georgia!—those are the kind of *certified* reports coming in on Sky Fighter from every territory in the United States. Pure and simple, SKY FIGHTER IS THE HOTTEST MONEY-MAKER OF ALL TIME. It's timely . . . it's thrilling . . . it's terrific; CASH IN ON THE WAR NEWS! AMERICANS WANT TO LEARN TO SHOOT! SKY FIGHTER GIVES 'EM THE ACTION THEY WANT! **WAKE UP NOW!!!**



- ★ EASY TO PLACE—GETS THE CREAM OF LOCATIONS!
- ★ SAME FLOOR SPACE AS A PIN GAME!
- ★ NO "HANG OUT" SCREEN . . . HAS LARGE BUILT-IN TARGET!
- ★ 300 THRILLING SHOTS IN 30 SECONDS!
- ★ 300 POSSIBLE HITS!

- ★ NO PHOTO ELECTRIC CELLS! TROUBLE-FREE OPERATION . . .
- ★ PROVEN!
- ★ REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED!
- ★ MAKES MONEY FOR MONTHS ON THE SAME LOCATION!
- ★ BUILT TO LAST—LIFETIME CONSTRUCTION!

**MAKE MORE MONEY LONGER WITH SKY FIGHTER
 RUSH YOUR ORDER TO YOUR DISTRIBUTOR TODAY!**

INTERNATIONAL MUTOSCOPE REEL CO., INC.

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MILLS SALES COMPANY, LTD.

WEST COAST DISTRIBUTORS

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FACTORY REPRESENTATIVE, 2041 KENNETH ROAD, GLENDALE, CALIF.